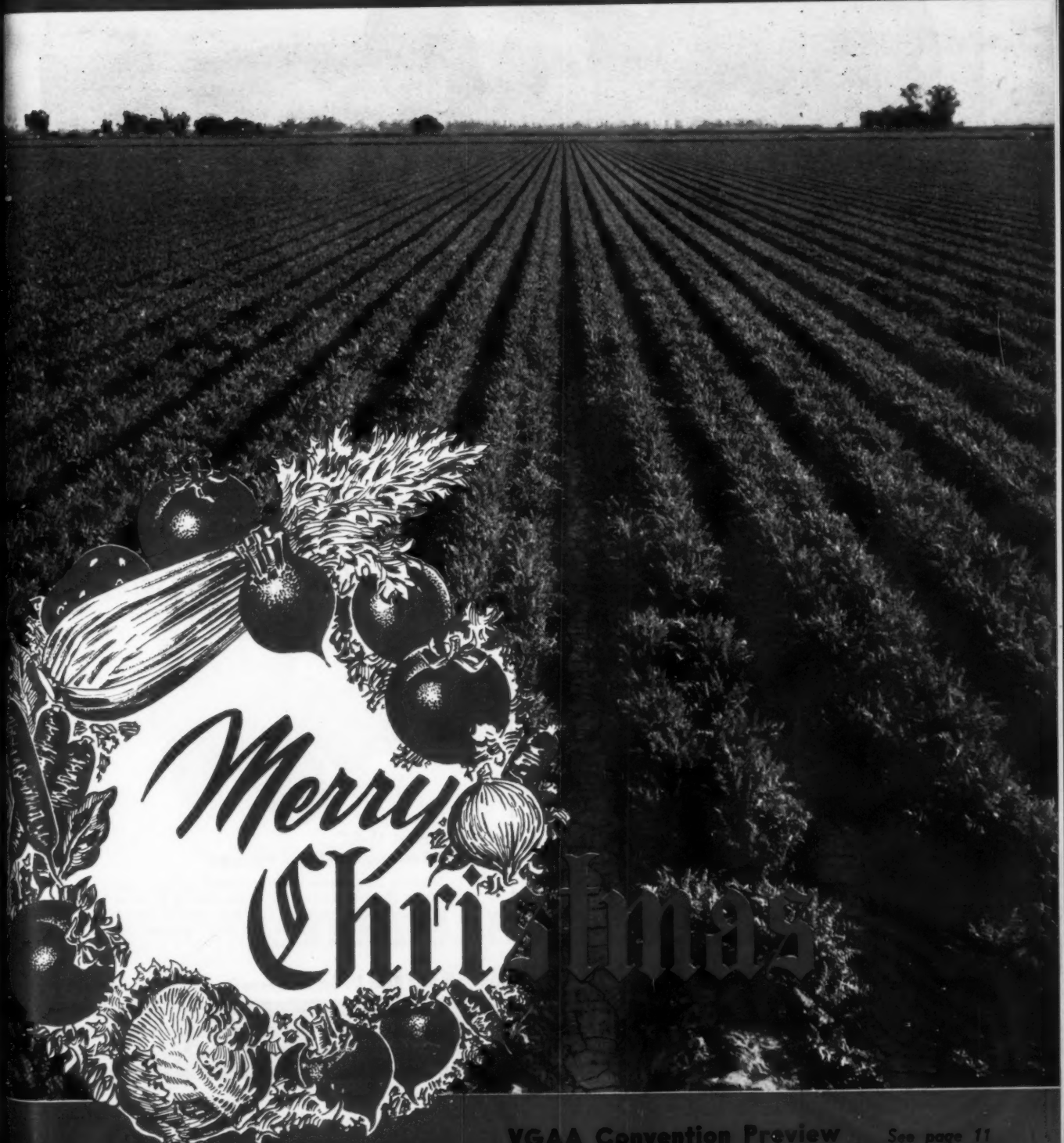


# American Vegetable Grower

DECEMBER • 1957

and MARKET GROWERS JOURNAL

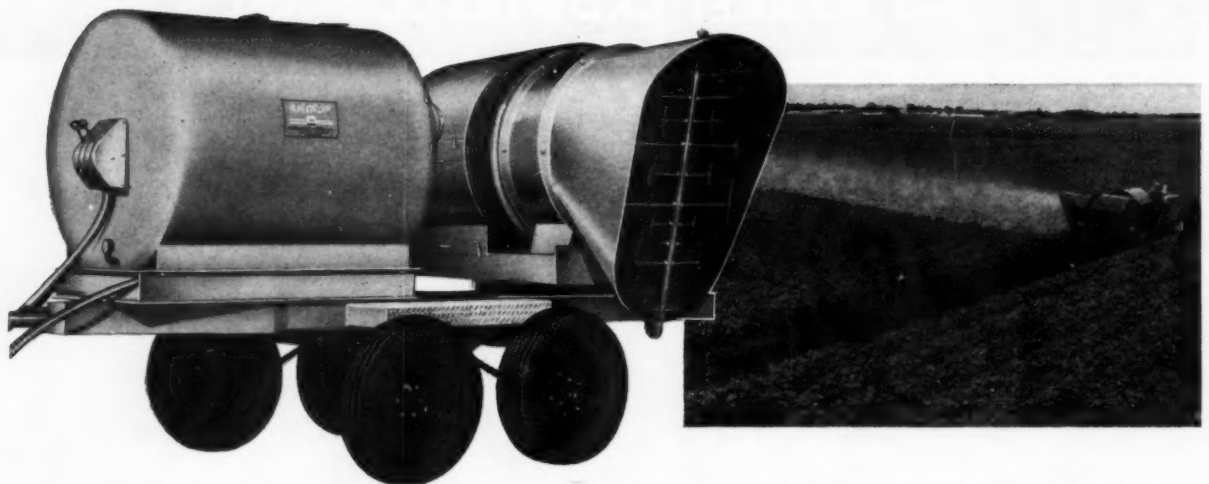


VGAA Convention Preview

See page 11

# Covers up to 250 Acres Per Day!

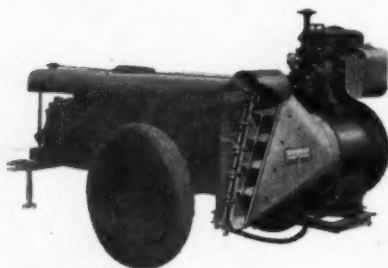
## NEW *John* **BEAN** 40-RC Complete Row Crop Sprayer



Get top-rated performance and big air and tank capacities for large acreage spraying with John Bean's new 40-RC air crop sprayer. A complete spraying unit, the Model 40-RC sprays a 90 to 100 foot swath with thorough, even coverage throughout. You can spray dilute, semi-concentrate or concentrates up to 250 acres per day! John Bean's straight-through air delivery design and powerful 40-inch axial flow fan gives highest air volume at medium velocity for faster, "on time" spraying with fewer wheel rows through your crops. Simplified, easy-to-

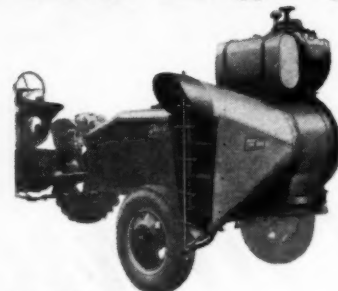
reach, hydraulic controls rotate the discharge head 210° to take full advantage of wind conditions. Movable deflectors for up and down air direction assure uniform spraying regardless of terrain. Compact control unit — right at the tractor driver's finger tips — allows positive adjustment of spray discharge and engine speed plus an instant check of operating instruments. Save time by fewer water hauling trips with the 40-RC's hydraulic jet-agitated, 500 gallon tank protected by exclusive "Beam Bond" coating.

### John BEAN Aircrop attachments for modern air-type spraying



**Model 8-RC**  
for medium acreage

Sprays swath from 30 to 40 feet wide at the rate of 9 to 12 per hour at 3 mph ground speed. Unit rotates 180° to meet all wind conditions. This versatile unit can be quickly converted for orchard spraying.



**Model 15-RC**  
for medium to large acreage

Efficient, large-scale crop protection at low cost. Spray 50 to 60 foot swath at the rate of 20 to 24 acres per hour traveling at 4 mph ground speed. Hydraulic control rotates unit 200° to take advantage of wind direction.



Write TODAY for NEW  
Row Crop Sprayer Catalog



Ask your John Bean Dealer for a Free Demonstration — Today!

## John BEAN

LANSING 4, MICHIGAN  
SAN JOSE, CALIFORNIA

Division of Food Machinery and Chemical Corporation

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## Associated Seed Growers, Inc.

BREEDERS AND GROWERS OF VEGETABLE SEEDS SINCE 1856

205 CHURCH STREET

NEW HAVEN 2, CONNECTICUT



Office of the President

December, 1957

## Associated Seed Growers, Inc.

*announces that*

**F. H. Woodruff and Sons, Inc.**

*is now the*

**F. H. WOODRUFF DIVISION**

**of ASSOCIATED SEED GROWERS, Inc.**

Woodruff seeds will be distributed  
by the F. H. Woodruff Division  
through its usual channels.

The Asgrow Commercial Grower Division  
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**ASSOCIATED SEED GROWERS, Inc.**

**New Haven 2, Conn.**

Entered as second-class matter at Post Office at Willoughby, Ohio, under the Act of March 3, 1879. Additional entry at Mount Morris, Illinois.

DECEMBER, 1957



## ANNOUNCING . . . NEW BEAN-NIAGARA ROW CROP DUSTERS



**110 Series duster gives you highest efficiency, positive pattern control — uniform dust distribution**

Plus these BIG features: Up to 200 lb. hopper capacity • Power take off driven with adjustable shaft and safety shield — requires only 6 hp for 500 rpm operation • Powerful 17", six-blade fan • Dust output adjustable from 0 to 10 lbs. per minute • Boom heights adjustable from tractor seat • Trailer model has arched high clearance axle 31" from ground with tread width adjustment from 44" to 88" • Booms fold forward for easy mobility through narrow gates or over rolling ground • Available in either tractor mounting or as a trailer unit with 12 or 16 nozzle booms



## NEW, LOW COST CROPMASTER SERIES

Efficient, economical crop protection with the Bean-Niagara Cropmaster • Variable wheel tread adjustment • Rigid, welded steel, reinforced construction • Box-type fan runner construction reduces air friction • Air cooled engine powers the 12" fan • Quick, easy boom and nozzle height adjustments • Available in either tractor mounting or as a trailer unit with 8 or 12 nozzle booms

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Division of Food Machinery and  
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# American Vegetable Grower



Reg. U.S. Pat. Off.  
Commercial Vegetable Grower  
Market Growers Journal

**VOL. 5**

**NO. 12**

**DECEMBER 1957**

## FEATURES

Cover photograph by H. Armstrong Roberts. Long, straight rows of carrots in Texas field promise bountiful yield of a profitable crop... at the same time we heartily express our bountiful wishes to readers for a Happy Holiday Season.

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**RICHARD T. MEISTER, Editor**

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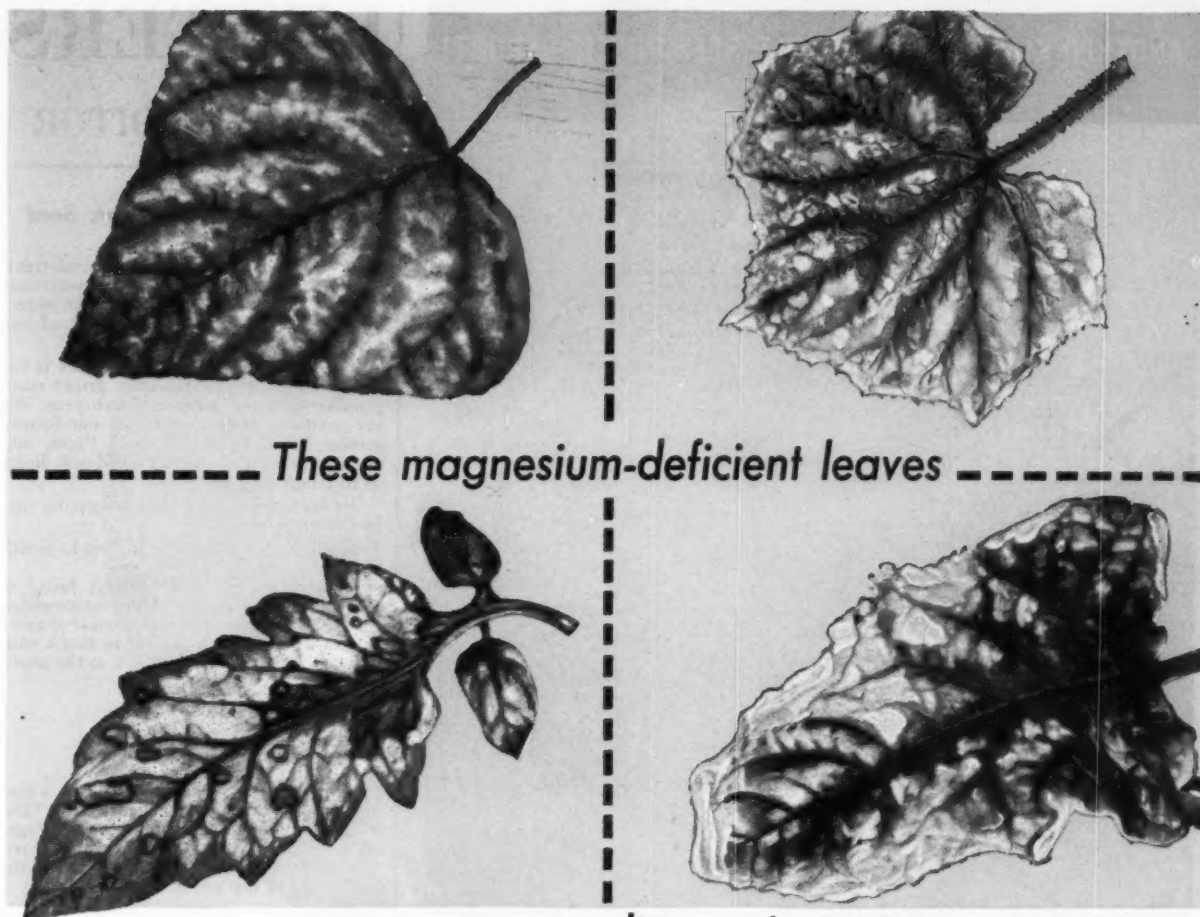
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----- These magnesium-deficient leaves -----

mean poor quality and yields

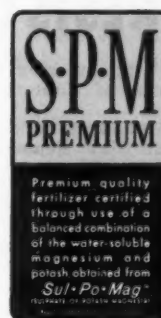
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## TOO LATE for TOP PROFITS!

BEAN | CUCUMBER  
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TOMATO | SPINACH

Leaves which show yellow areas between dark green veins warn—too late—that vegetable profits have been lost through magnesium deficiency. Losses can occur, however, even before symptoms of critical deficiency appear. You may be suffering losses even now, for in some areas magnesium deficiencies have been detected on 90% of vegetable farms. Stop this profit-stealing deficiency before it

starts. Make sure your vegetable crops get fast-acting, readily-available, water-soluble magnesium. Get premium fertilizer containing Sul-Po-Mag®—also called SPM—a combination of sulphate of potash-magnesia. It's the easiest and most effective way to supply magnesium. Most fertilizer manufacturers make grades that include Sul-Po-Mag. Insist on getting a complete, mixed fertilizer containing SPM for your vegetables . . . at your dealer's.



Premium fertilizers containing SPM guarantee

**Sul-Po-Mag®**

Water-Soluble Double Sulphate of Potash-Magnesia  
(K<sub>2</sub>SO<sub>4</sub> • 2MgSO<sub>4</sub>) 22% K<sub>2</sub>O—18% MgO

**INTERNATIONAL MINERALS**  
POTASH DIVISION . . . . .

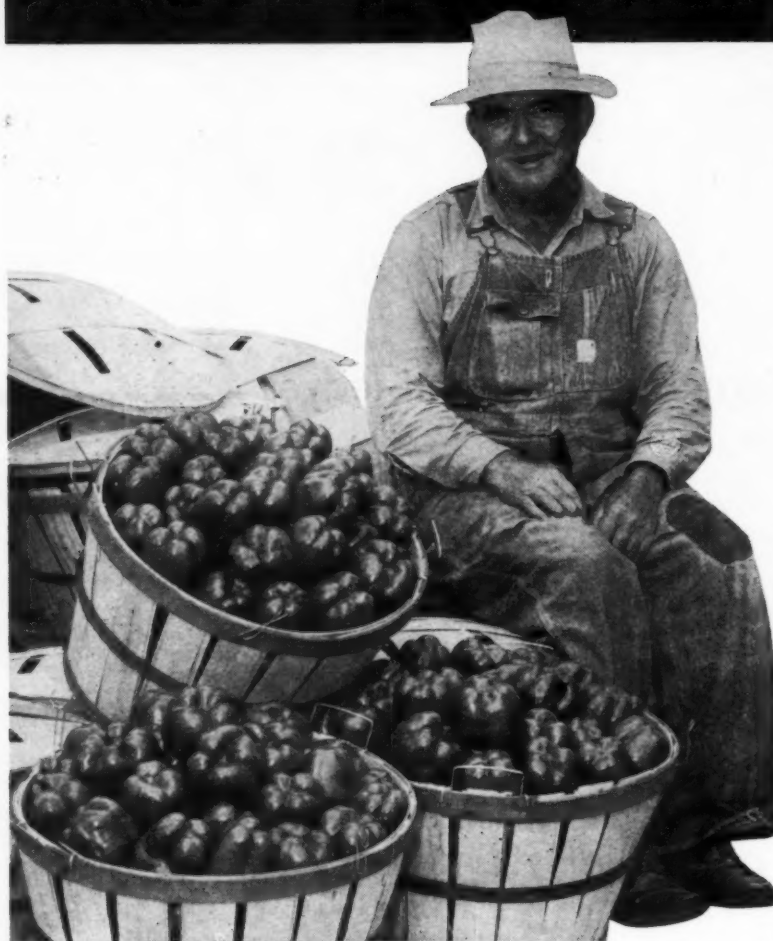


**& CHEMICAL CORPORATION**  
20 N. WACKER DRIVE, CHICAGO 6, ILL.

DECEMBER, 1957

5

ANOTHER KEYSTONE VEGETABLE SEED PROFIT REPORT!



## \$1650 FROM ONE ACRE PICKING OF KEYSTONE RESISTANT GIANT PEPPER

That's the amazing record of R. T. Honrine of Clinton, N. C., shown above.

"We had one acre of Keystone Resistant Giant Pepper," Mr. Honrine writes, "which produced 548 baskets from 7,500 plants. This good yield and top price throughout the season grossed \$1,650.00. Best pepper we ever had. Grows a good bush, protecting the crop from sunburn. Has

large, thick-walled, dark green fruit. Stands dry weather and holds its green longer than similar varieties."

From other planters of Keystone vegetable seeds we have received similar case histories of superior quality, high yields and profitable sales. For finer crops and bigger profits, plant seeds of quality and dependability — Keystone seeds by Corneli.

Fresh bulk vegetable seeds are now  
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**CORNELI SEED COMPANY**  
101 CHOUTEAU AVENUE • ST. LOUIS 2, MISSOURI

## LETTERS TO THE EDITOR

### Wants Miles Watermelon Seed

Dear Editor:

My father and I are commercial truck gardeners, our main crops being watermelons, muskmelons and tomatoes. The watermelons comprise the major portion of our crop—about 40 acres.

One of our most profitable melons is the Miles which, despite its faults, grows more popular with our customers each year. We are unable to obtain seed from our former grower, Willhite Melon Seed Farm, and are at a loss for a supply. Could you direct us to a new source?

We appreciate your fine magazine and find it very helpful.

Mitchell, S. D.

Robert L. Smith

*A check of our seed catalogs failed to locate a source of the Miles watermelon seed. Perhaps some of our grower-readers have this seed and could get in touch with Reader Smith at R.F.D. No. 1 at the above address.—Ed.*

### Leading Crops

Dear Editor:

In the September, 1957, AMERICAN VEGETABLE GROWER in an article entitled "The Potato . . . Our Most Important Vegetable Crop," is the statement that the potato is second only to wheat among the food crops of the world.

Many people in this country apparently do not know that rice is the most important world crop. According to Hill's *Economic Botany* (McGraw Hill Book Co., Inc., 1952), the world wheat production in 1947 was 5,775,000,000 bushels. World production of rice in 1946 was 6,972,000,000 bushels. Furthermore, Hill states (p. 314) that "As a matter of fact rice is an indispensable food of over half of the population of the world." It seems that rice is the world's leading crop both in production and in importance to the greatest number of people.

Homestead, Fla.

Robert A. Conover

*The Office of Foreign Agricultural Relations of the USDA says that in 1956 world production of potatoes was 167 million short tons compared to 219 million for rough rice and 228 million for whole wheat. So, the Foreign Agricultural Service thinks that wheat is the No. 1 world crop. However, all three foods are very close together as leading agricultural crops of the world.—Ed.*

### Chilled Tomato Plants

Dear Editor:

Please send me a copy of the article, "Chilled Tomato Plants Produce More Early Fruit," by S. H. Wittwer which appeared in the April, 1956, issue of AMERICAN VEGETABLE GROWER. My copy has been borrowed by so many people that now I find it misplaced or lost.

I enjoy AMERICAN VEGETABLE GROWER and wouldn't miss an issue.

Eveleth, Minn.

John Carr

*We are sending an extra copy to Reader Carr with our compliments.—Ed.*

AMERICAN VEGETABLE GROWER

# ERS TOR

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John Carr

to Reader

GROWER



Hook the twisted neck, draw cords or tapes of the filled bag through the forked blade of the stapler. Squeeze the handle. A staple's in place, firmly clinched.

## Stapling is twice as fast as hand tying!

At a large Florida citrus grove, a woman now packages 100 bags of grapefruit an hour where she once did 50.

She doubled her speed when she switched from hand-tying drawstrings on mesh bags to stapling them with a Bostitch P6-8F Stapler. She bags the fruit, pulls the drawstrings taut and slips them through the forked blade of the stapler. A quick squeeze of the handle—and the staple's securely in place.

You can cut closing time—and costs—by using the lightweight Bostitch P6-8F on your Pliofilm, polyethylene, styrene, paper and mesh bags. It gives you a better closure, too—and workers can operate it all day with ease. Speed comes quickly without special training.

Try it for yourself. Ask your local Bostitch Economy Man for a demonstration. You'll find him listed under Bostitch in your phone directory, or send the coupon.

**Fasten it better and faster with**



Bostitch, 432 Briggs Drive, East Greenwich, R. I.

Please send information on ways to save money with staples.

My plant packages \_\_\_\_\_

We now seal packages with \_\_\_\_\_

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Whole Industry  
talkin'



**NOW - WIDTHS  
UP TO 40 FEET**  
for

**GREENHOUSES, FIELD CROP  
COVERS, SILAGE, MULCHING**  
and dozens of other uses such as  
winter storage of tender plants;  
covers for plants, fertilizers; plant  
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Fungus resistant; inert to most  
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**High Quality Amilsco  
POLYETHYLENE**

provides cheap effective protection  
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as waterproofing material, storage  
liners for cases and boxes.

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STERILIZATION COVERS**

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SIZE	POUNDS PER ROLL	SQ. FT. PER ROLL	QUAN. 2M to 10M SQ. FT. PRICE PER ROLL	QUAN. 10M to 50M SQ. FT. PRICE PER ROLL	QUAN. 50M or MORE SQ. FT. PRICE PER ROLL
<b>.002</b>					
4'2" x 200'	8	833	\$ 5.87	\$ 5.51	\$ 5.33
8'4" x 200'	16	1,667	11.00	10.27	9.90
<b>.004</b>					
3' x 100'	5.76	300	4.43	4.17	4.04
4'6" x 100'	8.64	450	6.28	5.89	5.69
7' x 100'	13.44	700	9.35	8.73	8.43
10' x 100'†	19.2	1,000	13.03	12.15	11.71
10'6" x 100'	20.16	1,050	13.64	12.72	12.26
12' x 100'x	23.04	1,200	15.48	14.43	13.90
14' x 100'x	26.88	1,400	17.94	16.71	16.10
16' x 100'x†	30.72	1,600	20.39	18.99	18.29
16'6" x 100'x	31.68	1,650	21.01	19.56	18.84
20' x 100'x†	38.4	2,000	25.31	23.55	22.68
24' x 100'††	46.08	2,400	30.22	28.12	27.06
28' x 100'††	53.76	2,800	35.13	32.68	31.45
32' x 100'††	61.44	3,200	40.03	37.23	35.83
40' x 100'††	76.8	4,000	49.86	46.35	44.60
<b>.006</b>					
10' x 100'x	28.8	1,000	\$19.17	\$17.86	\$17.20
10'6" x 100'x	30.24	1,050	20.10	18.72	18.03
12' x 100'x	34.56	1,200	22.86	21.28	20.49
14' x 100'x	40.32	1,400	26.54	24.70	23.78
16' x 100'x†	46.08	1,600	30.23	28.13	27.08
16'6" x 100'x	48.38	1,650	31.14	28.97	27.89
20' x 100'x†	57.6	2,000	37.60	34.97	33.65
24' x 100'††	69.12	2,400	44.96	41.80	40.23
28' x 100'††	80.64	2,800	52.34	48.66	46.81
32' x 100'††	92.16	3,200	59.70	55.49	53.39
40' x 100'††	115.2	4,000	74.45	69.18	66.55

\*—Centerfold. x—Face Slit. ††—Available in Black only. #—Doublefolded.  
†—Also available in Black (sun resistant — where transparency is not a requirement.)  
Service charge of \$1.00 per roll under 2,000 sq. ft. of Polyethylene.

### ORDER NOW FOR MULCHING. .0015 gauge BLACK POLYETHYLENE

36" and 48" wide 500 ft., 1,000 ft., 3,000 linear ft. rolls

Leading authorities have demonstrated that **BLACK MULCH** gives much higher  
yield of cleaner, better crops . . . cuts weeding labor in excess of 95%.

QUANTITY  
Less than 10 M sq. ft.

**\$5.15**

per M sq. ft.

QUANTITY  
Less than 50 M sq. ft.

**\$4.82**

per M sq. ft.

QUANTITY  
Over 50 M sq. ft.

**\$4.65**

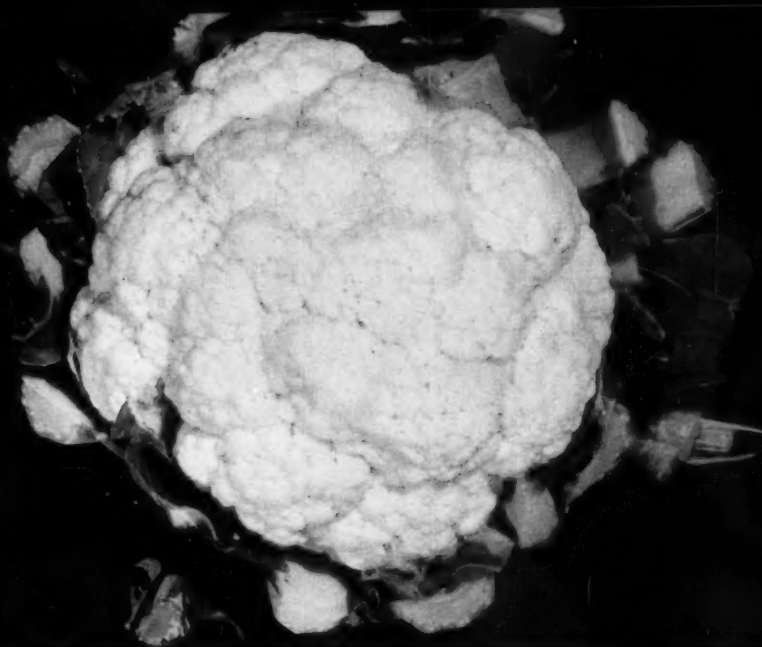
per M sq. ft.

Service charge of \$2.00 on orders under 2,000 sq. ft. of Black Polyethylene for Mulching.

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X. S. SMITH, Executive in Charge of Florist Cloth Division  
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**Snowball Y Cauliflower**—developed by Ferry-Morse breeders for vigorous growth even under adverse conditions. Plants are large and erect, produce solid, pure-white heads with tight, smooth curds. This later maturing cauliflower is unexcelled for uniformity, quality and marketability. Better see your Ferry-Morse dealer today.

**Tailor-made for you by FERRY MORSE**



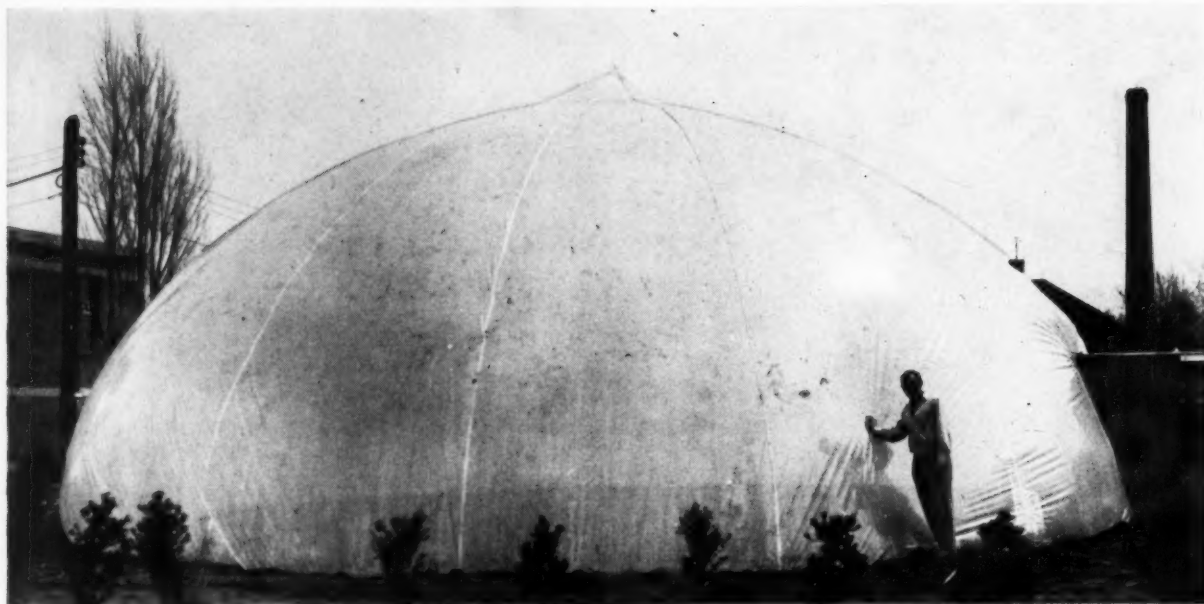
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**Great Lakes Lettuce**—a superior strain of Regular Great Lakes selected by Ferry-Morse breeders. Plants are extremely vigorous, sure-heading and resistant to tipburn. Grades very uniform for size and color . . . concentrated at maturity. Ask your Ferry-Morse dealer for F-M Mosaic Tested seed—assures 99.9% Mosaic-free seed.

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Memphis, Tenn. • Harlingen, Texas • Tampa, Fla.





*Toronto Globe and Mail: James Simpson*  
Exterior view of plastic balloon greenhouse.

# It's a GREENHOUSE!

**Balloon structure built at Ontario Experiment Station to provide inexpensive, efficient 'environment filter'**

By **JOHN WIEBE**

*Ontario Horticultural Experiment Station*

**F**OR years, science-fiction people have lived under great transparent domes covering entire cities. A balloon-type plastic greenhouse built at the Ontario Horticultural Experiment Station, Vineland, may be a step in that direction.

The design of our balloon was a little less than half a sphere. Diameter at ground level was 50 feet, rising to a peak about 20 feet from the ground.

In drawing the working plans, an arc was drawn through an angle of 130°. In order to provide for water run-off, the top was brought to a peak. Patterns were drawn for panels which could be fastened together to produce this partial sphere with peak on top. By using plastic sheets 10 feet wide, 16 panels made the whole balloon.

Polyethylene film .006 inch thick (Visking Corp.) was used in construction. The panels were fastened by sewing the seams through an adhesive colth tape. The whole tent weighed under 200 pounds.

To provide for an entrance, a simple air-lock was constructed of thin plywood and 2 x 2-inch lumber. Two walls and a roof made up a tunnel

only 4 feet long and just over 6 feet high. A light door (3 x 6 feet) was placed at each end of this tunnel. Both doors opened toward the inside of the greenhouse so internal pressure held them closed.

By opening only one door at a time, a person could enter or leave with very little air loss from the house. Unless the plastic was fastened correctly, it tore away from the air-lock, since that was an inflexible part of a rather flexible structure.

An opening with a sliding door provided ventilation. It was necessary to keep the ventilator open a little at all times to prevent too much pressure build-up.

A centrifugal air exhaust fan of the type used for industrial ventilating purposes was used to inflate the house. Powered by a  $\frac{1}{3}$  h.p. electric motor, the fan was able to completely inflate the house in about 20 minutes. It had to be kept running to maintain rigidity. The plastic film we used weighs about one pound per 50 square feet, so a pressure of .00014 pound per square inch should just start to lift the plastic. A pressure of less than 1/100 pound per square inch was sufficient to keep the balloon rigid.

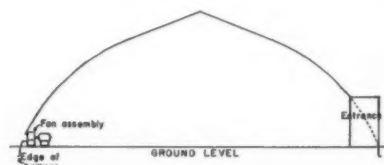
The greenhouse was built for less than 15 cents per square foot of en-

closed space, exclusive of labor and fan.

There are some very definite disadvantages to this greenhouse.

In the first place, the material used was not permanent. During a rather strong windstorm, several of the seams tore and the house collapsed. Also, polyethylene deteriorates under strong sunlight, becoming brittle.

Secondly, inflation depends on almost continuous operation of a fan. A power failure or mechanical difficulties can result in deflation of the house on top of the plants.



**Cross section of inflated plastic greenhouse.** Greenhouse was anchored to ground by placing lower edge of plastic in circular trench about 1 foot deep, then packing soil back into place.

In the house at Vineland a relatively small amount of air passed through the house, resulting in extreme condensation on the inside surface. With a larger volume of air moving through the house, better ventilation would be possible.

Our balloon greenhouse was built to demonstrate that it is possible to inflate a thin-walled plastic house over a considerable area.

THE END.

AMERICAN VEGETABLE GROWER



# Don't Miss These VGAA CONVENTION Highlights

**Some great things are scheduled for vegetable and potato growers in New Orleans. Don't miss them!**



"Desire" . . . and Old World charm.

**I**F you are among the fortunate persons attending the Vegetable Growers Association of America convention at the Jung Hotel in New Orleans, December 9-12, this is for you!

A great deal of enthusiasm has preceded this 49th convention, and justifiably so. The two and one-half day speakers' program is crammed with worthwhile topics and the exhibits are worth every minute you can devote to them. What's mighty important, too, you will have a wonderful opportunity to swap experiences with growers from all parts of the country.

Don't miss the talk by Senator Allen J. Ellender, of Louisiana. He's the keynote speaker of the convention and will appear on the program Monday afternoon, December 9. The Senator is chairman of the Senate Agricultural Committee; just recently returned from a tour of Iron Curtain countries.

With chain store selling continuing its unprecedented upward spiral, you won't want to miss what Stephen A. Douglas, of The Kroger Co., Cincinnati, has to say.

A symposium on truck crops is a "must" if you want the answers to perplexing problems. Dr. F. S. Jamison, of University of Florida, is chairman.

Today's casual mode of living has a tremendous influence on the increase in the consumption of numerous food products such as potato chips. All potato growers will want to hear the panel discussion on the chip industry, also the discussion on possibilities in the pre-peeled potato field.

Chairman of one of the two stimulating panel discussions on vegetables for processing is Dr. Julian C. Miller, of Louisiana State University, nationally known plant breeder.

What is the outlook for vegetables? Lloyd H. Davis will have some interesting things to say about the future. Davis is chief of USDA fruit and vegetable marketing and utilization branch, federal extension service.

Surely everyone attending the convention will be at the banquet to hear



Dr. McFarland . . . courtesy General Motors

nationally famous Dr. Kenneth McFarland, educational consultant for General Motors. He's scheduled to give a delightful change of pace with some well chosen stories that illustrate as well as entertain.

Don't miss visits to the exhibits. The personnel in charge of these exhibits may be able to straighten out some of those kinks in your cultural or marketing program if you give them an opportunity. **THE END.**

BOOTH NO.	EXHIBITOR
25	<b>S. L. Allen &amp; Co., Inc.</b> Philadelphia, Pa.
21	<b>Alliance Rubber Co.</b> Alliance, Ohio. (See advertisement this issue, page 27)
36	<b>Ariens Company</b> Brillion, Wis. (See advertisement this issue, page 27)
2	<b>Associated Seed Growers, Inc.</b> New Haven, Conn. (See advertisements this issue, pages 3 and 34)
12	<b>John Bean Division</b> Lansing, Mich. (See advertisements this issue, pages 2 and 4)
22	<b>W. Atlee Burpee Company</b> Philadelphia, Pa. (See advertisement this issue, page 27)
35	<b>California Spray-Chemical Corp.</b> Richmond, Calif.

VISIT THE EXHIBITS	
Visit the exhibits and keep up-to-date on the new machinery and supplies developed to make vegetable growing easier and more profitable. Here is a list of the exhibitors up to press time.	
BOOTH NO.	EXHIBITOR
7-8-9	<b>Chevrolet Motor Division</b> General Motors Corp. Detroit, Mich.
39	<b>Custom Fogging Co.</b> New Orleans, La. (See Buffalo Turbine advertisement this issue, page 24)
20	<b>Fruit and Produce Packing, Inc.</b> Indianapolis, Ind.
15	<b>Index Coupon &amp; Supply Company</b> LaPorte, Ind.
Open Display	<b>International Harvester Co.</b> Chicago, Ill.
5-6	<b>Louisiana State University</b> Baton Rouge, La.

BOOTH NO.	EXHIBITOR
1	<b>Lockwood Grader Corp.</b> Gering, Nebr. (See advertisement this issue, page 29)
13-14	<b>Merck &amp; Co., Inc.</b> Rahway, N. J.
44	<b>National Wooden Box Association</b> Washington, D. C.
10	<b>Ohio Boxboard Co.</b> Rittman, Ohio (See advertisement this issue, page 29)
3-4	<b>Olin-Mathieson Chemical Co.</b> Baltimore, Md.
43	<b>Chas. Pfizer &amp; Co., Inc.</b> New York, N. Y.
11	<b>Powell Mfg. Company</b> Wilson, N. C.
	<b>National Greenhouse Vegetable Growers Association &amp; 50th Anniversary Convention of VGAA.</b> Cleveland, Ohio.

# THE VEGETABLE AREAS OF AMERICA CALIFORNIA'S

This is the fourteenth in a series on the important vegetable areas of the United States, and the final article of a three-part series on California. Previous issues covered New Jersey, Florida, Eastern Virginia, Arizona, Mississippi, Louisiana, Long Island, Maine, California's Imperial-Coachella and Central Valleys, South Carolina, and Maryland. —Ed.

By **JOHN C. LINGLE**  
*University of California*

**M**OST of the summer production of California's cool season vegetables are grown in the valleys of the coastal counties in the central part of the state. This area, usually referred to as the coastal valleys, centers around the fabulous Salinas Valley. The region accounts for about one-third of the nation's total lettuce production, one-fourth of the broccoli,



Lettuce ranks as most important crop. Here vacuum-cooled lettuce in fibreboard containers is taken off train of small cars and put on conveyors for loading to market.

and over 80% of the Brussels sprouts. The value of the vegetable crops here exceeds \$125 million annually.

Historically, this is one of the oldest agricultural areas of the state. The mission fathers opened the country in the late 18th century when they established their chain of missions. The Spanish Dons followed shortly thereafter to establish an agriculture based largely on livestock. Monterey was the capitol and hence the center of California while it was under Mexican rule.

Immediately after the Mexican War, Americans began entering the state, especially during the gold rush.

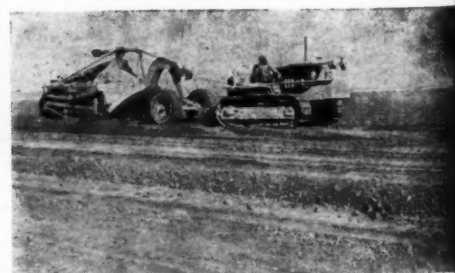
After the initial excitement of the gold rush died down, many of the disillusioned miners turned to the real treasure of the state . . . its soil.

Vegetable production in this area did not begin in large volume until shortly after World War I, when head lettuce proved a successful summer crop that could be shipped to the East under refrigeration. Shortly thereafter, beginning about 1922, these counties began producing thousands of acres of cool-season vegetable crops.

The cultivated agriculture is concentrated in flat river valleys that indent the rugged coast range. None of



Trimming top quality cauliflower in field.



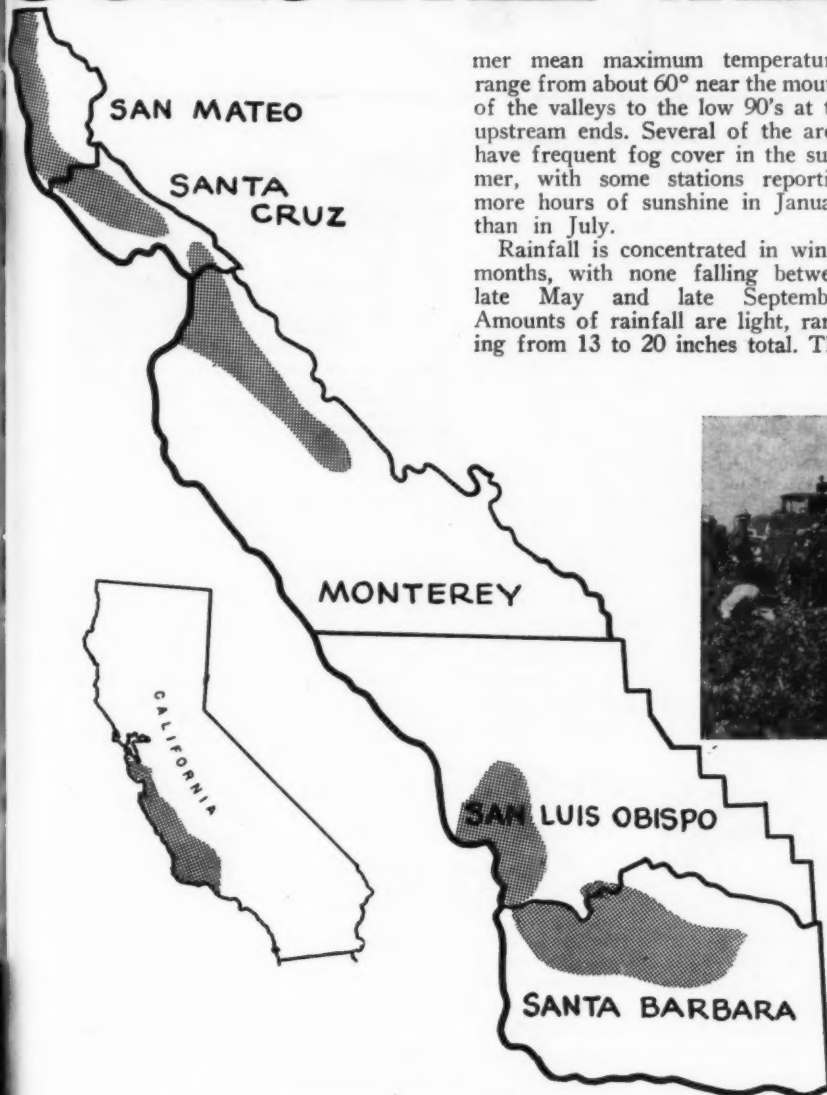
Leveling land before planting lettuce near Salinas. Careful grading for each soil type is necessary for proper irrigation of crop.

the valleys is large by comparison with the central valley, but they are so intensely farmed that their production rivals many larger areas. Due to protection of the valleys by the coast range from the heat and cold of the continental land mass, and to the proximity of the Pacific Ocean, these valleys have a remarkably even and mild temperature year round. Sum-

AMERICAN VEGETABLE GROWER

# ERICA A'S

# COASTAL VALLEYS



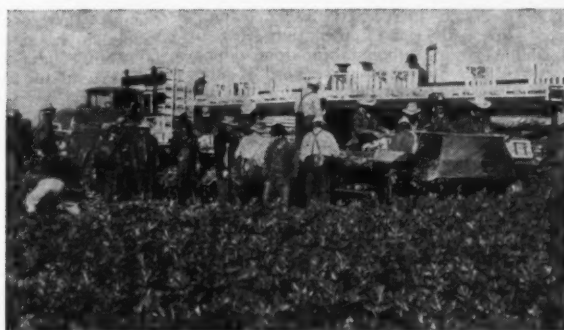
mer mean maximum temperatures range from about 60° near the mouths of the valleys to the low 90's at the upstream ends. Several of the areas have frequent fog cover in the summer, with some stations reporting more hours of sunshine in January than in July.

Rainfall is concentrated in winter months, with none falling between late May and late September. Amounts of rainfall are light, ranging from 13 to 20 inches total. This

makes irrigation necessary for row-crop production, but due to high humidities and low temperatures, amounts of water needed are not so great as elsewhere in the state.

In spite of the apparent diversity of crops grown in each county, each valley has its specialty and unique methods of production.

Lettuce is by far the most important crop. Production is concentrated in the Salinas Valley (Monterey County). This valley annually pro-



A celery field-packing unit in operation.

duces over 25,000 carloads of lettuce, which brings the growers over \$40 million . . . greater than the agricultural income of some states. Most of this lettuce is shipped to eastern markets, since other California-producing areas supply western markets. Smaller acreages are also produced in nearby Pajaro Valley (Santa Cruz County), the Santa Maria Valley (Santa Barbara County), and the Arroyo Grande Valley of San Luis Obispo County.

Though production is scattered throughout nine months of the year, there are three main crops; spring, summer, and fall. Some effort is made to schedule plantings to miss low market prices caused by the harvest of lettuce near terminal markets such as Chicago and New York.

Great Lakes strains such as 366, 66, and 118 predominate the variety picture at the present time, with each being selected for certain characteristics necessary during the various seasons.

Lettuce harvest is completely mechanized. However, in the past year many growers have returned to field

(Continued on page 25)

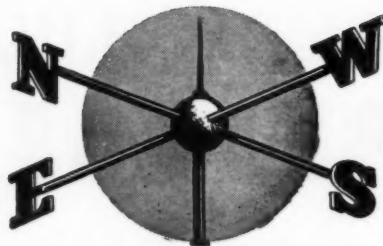
Vegetable Crop Acreages by Crop and County  
Central Coast Area of California

Crop	County				
	San Mateo*	Santa Cruz	Monterey	San Luis Obispo	Santa Barbara
Lettuce	100	5,300	63,000	2,500	8,800
Broccoli	200	600	5,600	2,400	6,000
Brussels Sprouts	2,700	2,400	150	-----	-----
Cabbage	-----	1,000	850	-----	310
Cauliflower	-----	200	9,000	1,400	2,600
Carrots	-----	350	6,000	450	1,000
Artichokes	2,000	-----	3,000	1,100	300
Celery	-----	-----	1,500	-----	1,250
Green Limas	-----	-----	-----	400	200
Peppers, Bell	-----	1,000	-----	650	-----
Snap Beans	-----	-----	-----	-----	500
Peppers, Chili	-----	-----	1,200	-----	-----
Onions	-----	500	2,000	200	2,200
Potatoes	-----	-----	1,200	700	3,300
Spinach	-----	-----	3,000	-----	-----

\*Includes only coast section of county.



# STATE



# NEWS

- Pickle's Popularity Causes Biggest Pickle Packer to Expand
- Annual Meeting Largest in FFVA's 14-Year History

## Parks, Patios, and Pickles

**ILLINOIS**—To modernize and expand its pickle operations, H. J. Heinz Company, the nation's biggest pickle packer, is spending more than \$5 million, Harold Nederman, product manager, told the National Pickle Packers Association during its recent annual meeting in Chicago.

Reasons for this cash outlay: 1) consistent rise in pickle sales in relation to total food store sales in recent years; 2) rapidly expanding American population that is spending record amounts for food (birth rate still growing; now at a record of more than 4¼ million yearly); 3) shift to suburban living (last summer, 85% of the approximately 50 million American families ate at least one meal out-of-doors, for an estimated 1½ billion meals in parks, on patios, or in other outdoor places—and pickles fit into these outings); 4) profitability of pickles, making them an item that will continue to grow in space allotments and promotion by retailers; 5) desire to improve quality and promote business and thus meet the keen competition for the consumer food dollar.

## High Vitamin Sweets Score High

**OKLAHOMA**—High-vitamin sweet-potato varieties developed by Oklahoma State University scored high again in the three 1957 state fairs. Kermit Drake, Pottawatomie County, took championship honors at Oklahoma City and Tulsa State fairs and Muskogee Free State Fair with his Allgold, Nema-gold, and Redgold sweets.



Kermit Drake with a bushel of his prize-winning sweetpotatoes and the collection of ribbons he earned this year at three Oklahoma state fairs.

The high-vitamin varieties proved good producers for Drake, too. Redgolds produced approximately 400 bushels of No. 1's and 75 bushels of No. 2's per acre; Nema-golds, about 190 bushels of No. 1's and 50 bushels of No. 2's.

Drake has been growing these varieties for four years on sandy loam. He starts with a good, big No. 1 potato as seed to grow slips; sets the slips early on a well-prepared, level seed bed and starts hilling

when plants are 12 to 14 inches high; and fertilizes heavily prior to setting slips.—*Lee Stevens, Oklahoma A. & M. College.*

## FFVA Supports Research

**FLORIDA**—The Florida Fruit & Vegetable Association's 1957 convention, held in Miami Beach, was the largest in its 14-year history. Agricultural, industrial, and governmental authorities helped develop the theme "Progress Through Research"—a timely topic since FFVA and the state legislature have established a half-million dollar fund for research purposes.

Dr. E. L. Butz, Purdue University, Lafayette, Ind., keynote speaker, warned growers they must promote their produce since they face a highly competitive market where many people are striving for the consumer's dollar and offering wares with a "down payment." Dr. Butz said, "This pay down and pay later plan usually means that when you pay later, you



Officers elected during Florida Fruit and Vegetable Association annual meeting include, left to right, Joffre C. David, Orlando, re-elected secretary-treasurer; Roy Vandergriff, Jr., Pahokee, president; Rudolph Mattson, Fort Pierce, vice-president.

don't eat so well later." In commenting on the great changes which have occurred in agricultural methods, he prophesied, "Changes in the next five years will equal those in the lifetimes of our fathers, and we must adjust to them."

R. J. Roth, Crop-Hail Insurance Actuarial Association, Chicago, said that for

(Continued on page 20)



## THREE *Generations...*

of the ROBINSON family have devoted their lives for nearly a century to specialized VINESEED research, breeding and production.

TODAY we are America's largest producers of VINESEEDS. Are YOU profiting from using our Specialized Strains?

INSIST ON ROBINSEEDS FROM YOUR SUPPLIER

**Lawrence Robinson & Sons**  
MODESTO, CALIFORNIA



**SPECIALIST VINESEED BREEDERS**  
CANTALOUPE • CUCUMBER • PUMPKIN • SQUASH • WATERMELON

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# Spunky New OLIVER SUPER 44

## Brings new utility to vegetable growers

Here it comes—brand-new row crop power just right for your kind of farming. And what a wallop! This is the most powerful one-row cultivator-tractor, full 2-plow power in most soils, handles a 5-foot disc with ease.

For cultivating, the new Super 44 has no equal. Offset visibility, full clearance, wide tread adjustment. Best of all, a built-in 3-point hitch with supersensitive *draft control*. Plus right and left gang control out

front—with individual cylinders on a midship rockshaft.

There are four working speeds with plenty of overlap in every one. The snappy 4-cylinder engine is cradled in a heavy steel frame, making the Super 44 as solid as they come. Everything else you could want, too: optional PTO, belt pulley, rubber spring seat. See the new Super 44 and see how much *more* you get for your money. (Use

Oliver's "Pay as You Produce" purchase plan—drive your Super 44 home today.)

The Oliver Corporation, 400 West Madison Street, Chicago 6, Illinois.

**OLIVER**  
"FINEST IN FARM MACHINERY"

Also Manufacturer of the  
Famous Oliver Outboard Motors

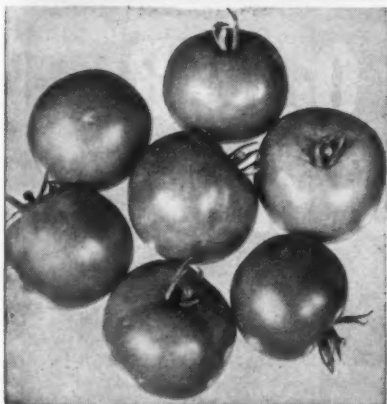


**HANDIEST OF ITS KIND.** Convenient "lift-and-go" 3-point hitching with draft control, plus a 3-way hydraulic system. You have independent control of rear-, right-, and left-mounted implements.



**HANDLES LIKE A CAR.** Starting: with the twist of a key. Steering: smooth, light and quick. Controls: right at your finger tips. Visibility: straight ahead—unobstructed. Comfort: a floating ride on rubber springs.

## HARRIS SEEDS



### Harris Famous MORETON HYBRID

✓Early maturity plus long bearing season. ✓Large, smooth, attractive fruit. ✓Widely adapted. ✓Outstanding in the East and Middle West; highly rated in Southern trials.

1/16 Oz. \$2.20; 1/4 Oz. \$4.00;

1/2 Oz. \$7.50

1 lb. \$13.50; 5 lb. \$25.00



### HARRIS Green Light Celery

✓Best yet for late summer and fall crops. ✓Stalks full, erect, compact, well squared at base, 9" to 10" to first joint. ✓Quality excellent. ✓Keeping quality unexcelled.

1/4 Oz. 70c; 1/2 Oz. \$1.20,

Oz. \$2.15

1 lb. \$7.10; 5 lb. \$25.00

### HARRIS FLOWER SEED

Just a reminder that we are out in front in the production of hybrid petunias which are proving to be money-makers for plant growers.

WRITE FOR THE FREE  
MARKET GARDENERS & FLORISTS  
WHOLESALE PRICE LIST

**Joseph Harris Co., Inc.**  
73 Moreton Farm, Rochester 11, N.Y.

## STAKING FOR EARLY CROP

'Know-how' and research keys  
to a successful enterprise

By **GEORGE R. QUEEN**

County Agent, St. Bernard Parish, La.

**STAKING** tomatoes may be a "new device" in a number of areas in the United States, but not in Louisiana.

Pruning and staking cause tomatoes to ripen earlier and produce a larger percentage of high quality fruit.

Since tomatoes are the main spring crop, St. Bernard Parish growers want a variety that produces high yields of fruit that is firm, crack-resistant, early, uniform in size, globe-shaped, and red. Earliness means the difference between an average of \$3.00 or \$5.00 per 30-pound container. Demonstrations in 1956 and 1957 proved the Moreton hybrid had all these qualities. Other leading varieties were Queens, Van Cross, and Foremost.

Preparation for the tomato crop starts early. A cover crop of soybeans is plowed under in early fall, and ground is worked and reworked until transplanting time. Seed is planted in hotbeds from December 28 to January 8. Seedlings, 3 to 5 inches high, are transplanted 4 inches apart in cold frames. Copper fungicides are sometimes used during warm weather for mild stunting of seedlings. Warm weather during the seedling stage, promoting rapid growth, has been a serious problem in recent years.

Three to five weeks before transplanting to the field, 1800 to 2000 pounds of 5-10-5 or 8-8-8 is applied per acre in the row. Prior to transplanting, each row is subsoiled for ease of pushing the stakes (1 x 1 inch and 5 feet long) into the soil. From February 28 to March 15, tomato plants are transplanted 18 to 24 inches apart on rows 18 inches high and 8 feet apart.

Methods of transplanting vary. Most growers plant barerooted by hand, but a few use transplanters, and some plant with dirt bands. Plants are side-dressed with 40 to 60 units of nitrogen per acre in split applications. The first application is made when plants have been in the field two to three weeks, and the second, when they have the second or third cluster of fruit set. Additional nitrogen is applied if needed.

Most growers today prune their



Three generations of Riess family (from left to right), Gustave, Gus L., and Louis C. Gustave and brother, Richard, commercially produced first vine-ripe staked tomatoes in 1906 in St. Bernard Parish for New Orleans market.



Moreton Hybrid produces high yields; fruit is firm, crack-resistant, early, and globe-shaped.

plants to one stem, remove all suckers weekly, and, every other week, tie the plant to the stake with string. This system permits more effective disease and insect control.

With high rainfall and cool, foggy nights, growers are sometimes forced to spray twice a week. Zineb, maneb, nabam, and copper sprays are main fungicides. During the 1957 season, early blight was serious, and many growers alternated with organic and copper fungicides.

Parathion and TDE or DDD are main insecticides used against aphids, leafminers, fruit worms, horn worms, and other insects. Chlordane is usually broadcast prior to transplanting to control cutworms and mole crickets (ground puppies).

Harvesting starts normally in late May and continues through June. Hand-grading and sizing are the rule.

### Strict Spraying

Today, a vine-ripe tomato grower must use all his knowledge and make use of research to be successful. St. Bernard growers have always tried everything new on the market. Maximum use is made of the nearby Louisiana State University Agricultural Experiment Station at Diamond. Growers look to the station for the answer on controlling mosaic, a recent serious disease.

THE END.

AMERICAN VEGETABLE GROWER





(from left  
Louis C. Gus-  
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**"WE  
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VISQUEEN"**

TRADE MARK

"Durapak Manufacturing Company provides these superior bags."

Maurice Feldbaum, Triple M Packing Corp.  
Swanson & Shunk Sts., Philadelphia 48, Pa.

Like other leading packagers, Triple M insists on VISQUEEN film for their bags because they know:

VISQUEEN film is *stronger*. Stands the gaff. In transit, storage and store. VISQUEEN film is *more uniform* in thickness of gauge. Has no weak spots. Won't split, shatter, crack or run. VISQUEEN film is *clearer*. Shows off your product to better advantage. VISQUEEN film takes print better. No ink rub-off. Your brand identification is strong and easily identified. Send your produce to market in VISQUEEN film packages. You'll get a better package . . . a more economical package.

Write—or use the information request tag for details.



VISQUEEN film is all polyethylene, but not all polyethylene film is VISQUEEN. Only VISQUEEN film has the benefit of research and resources of VISKING COMPANY.

PLASTICS DIVISION  
**VISKING COMPANY** Division of **UNION CARBIDE** Corporation  
P.O. Box 1410 Terre Haute, Indiana  
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Lindsay, Ontario.

*Here it is!*  
**BIG FARMING**  
 built for you



## Powerful New **DYNAMIC D-17**

Big Farming! More acres per day! The Big New Dynamic D-17 plows a strip nearly six feet wide.

Yes, it's *all-new*—with convenience features never heard of before in big tractors. It will let you do more work—with less effort—and with a lower investment.

The new D-17 can really cover the acres with **NEW BIG TOOLS** . . . 5-bottom plow, 15-foot tandem disc, 24-run grain drill, or a line of field cultivators to match.

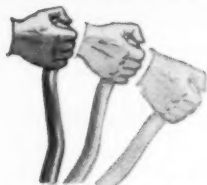
Here's a big farm tractor with a new feel of authority. You'll like its commanding all-new **POWER-DIRECTOR** engine—its new comfort with center-ride seat, roomy platform, convenient new controls and instruments.

The new Power Director (The Big Stick) lets you select the right working speed without clutching or affecting PTO speed. The automatic **TRACTION BOOSTER** system provides the extra traction to get you through those tough places.

You'll want to see and try this *all-new* big Allis-Chalmers D-17, gasoline or diesel. Stop in at your Allis-Chalmers dealer.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION,  
 MILWAUKEE 1, WISCONSIN

with new  
 exclusive  
**POWER  
 DIRECTOR**



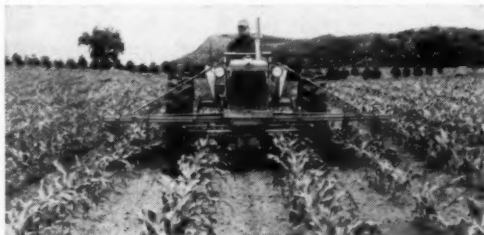
THE "BIG STICK"

*Quick-shift on-the-go in two speed ranges. Eight speeds forward. For power take-off operation, you can vary each speed for those tough or rough spots . . . yet retain constant live PTO speed.*

POWER-CRATER, TRACTION  
 BOOSTER and SNAP-COUPLER  
 are Allis-Chalmers trademarks.



**ALLIS-CHALMERS**  
 Engineering in Action



## Answering Your QUESTIONS

Don't let your questions go unanswered. Whether large or small, send them with a 3-cent stamp for early reply to Questions Editor, **AMERICAN VEGETABLE GROWER**, Willoughby, Ohio.

### INSECTICIDE BOMB FOR GREENHOUSE

We have about 7500 feet of greenhouse filled with tomatoes. Where can I buy Cynogas bombs to kill worms on the tomato plants?—Kansas.

Try American Cyanamid Co., Agricultural Chemicals Div., 30 Rockefeller Plaza, New York 20, N. Y.

### YARD LONG BEAN

I am looking for seed of the real Yard Long bean, the black-seeded variety, not the Asparagus bean. Can you help me?—Texas.

Glecklers Seedmen, Metamora, Ohio, list a black-seeded Yard Long bean which they say is the longest podded strain in existence.

### CRINKLE CUT PICKLE SLICER

Where can I buy a pickle slicer that will give a crimp edge to the pickle slices?—Illinois.

Try the F. B. Pease Co., 1450 E. Henrietta Rd., Rochester 23, N. Y.; Food Machinery & Chemical Corp., Canning Machinery Div., Hoopston, Ill.; and U. S. Slicing Machine Co., LaPorte, Ind., all of which manufacture a crinkle cut slicer.

### SHADING MATERIAL FOR GREENHOUSE

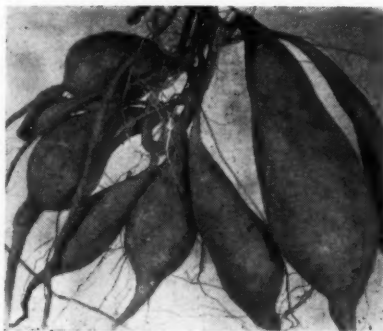
I'd like to know what shading material I can use on my greenhouse made of Polyflex 230.—Michigan.

Avoid using any shading material on this plastic with a tung oil or linseed oil base as it will stay in the same density and won't wash off. However, any shading material with a water color or lime base can be used successfully.

### SOUTHERN TOMATO BLIGHT

What is the cause of southern tomato blight discussed in your editorial in the August issue?—Louisiana.

Southern tomato blight is caused by a soil organism under the scientific name of *Sclerotium rolfsii*. Its range of damage stretches from legumes, such as soybeans and velvetbeans, alfalfa, and peanuts, to snap beans. However, tomatoes are the worst sufferers.



### NEW SWEETPOTATO VARIETY

Acadian is the latest sweetpotato variety released this year by Louisiana Agricultural Experiment Station. The Porto Rico-type potato is an orange fleshed variety. Its roots have good, uniform shape with smooth, tough, copper colored skin. It produces an early crop, does well in late plantings, and is moderately resistant to soil rot. It has good baking and canning qualities, and it keeps well in storage. Reports are that Acadian produces excellent potatoes not only in southern states, but also in the North, and that it is almost a standard variety in Indiana.

AMERICAN VEGETABLE GROWER

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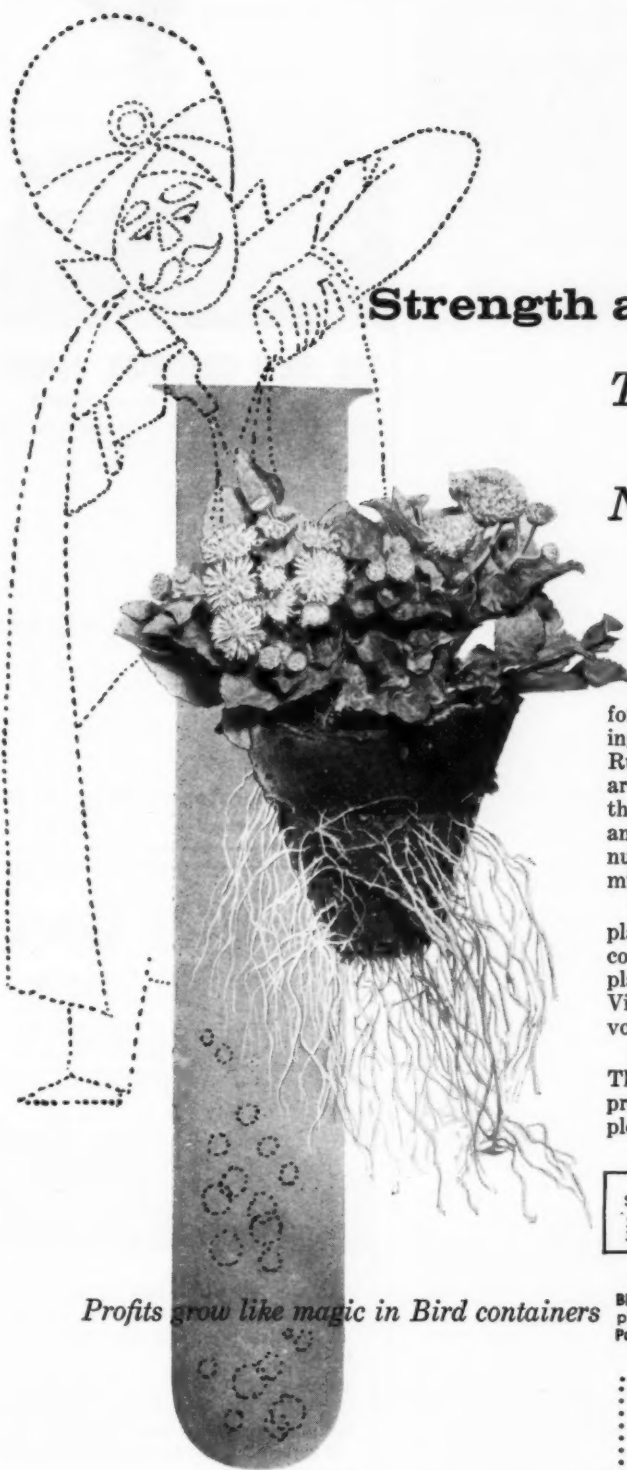
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## Strength and Nutrition...

### The Magic Formula for

# New BIRD PEAT POTS

Bird research scientists performed real magic in developing the new Bird Peat Pot — rugged for easy handling, *nutrient treated* for healthy plants. Special formula gives added rigidity to help prevent chipping during shipping and handling. Yet roots penetrate freely. Rugged rim provides extra strength at the most vulnerable area — to protect top from breakage. Water won't run out through chipped off openings. You save watering time — and you're sure plants get sufficient moisture. Pot is nutrient saturated to stimulate healthy and speedy premium growth.

You'll find the new Bird Peat Pot a real labor-saver on plants which you transplant to field, bench or larger selling containers. (For annuals, bedding plants and vegetable plants intended for resale prior to transplanting, Bird Vita-Green Pots are extra strong to withstand handling involved in retail selling.)

The new Bird Peat Pots are light, strong, inexpensive. They'll help you get better plants, with less work, at more profit. Order from your distributor or send coupon for complete information about this and other Bird Containers.

#### PRICES

Size	List Price Per Thousand	Quantity Packed Per Case	Gross Weight (lbs.) Per Case
2 1/4"	\$ 7.00	2,000	22
3"	\$13.00	2,000	38

See your distributor for delivered prices

Bird Peat Pots for free root penetration. Bird Vita-Bands, the nutrient-treated plant bands. Bird Perennial Pots for longer selling season. Bird Vita-Green Pots for small plant retail sales. Bird Gro-Tainer Flats for volume sales.

*Profits grow like magic in Bird containers*

Makers of Quality Products since 1795  
Linoleum, Vinyl Floor Coverings, Vinyl Wall &  
Counter Coverings; Asphalt Roofing, Insulated  
Sidings; Fibre & Paper Boxes; Railroad Tie Pads;  
Horticultural Products



Bird & Son, Inc., Dept. AVG  
East Walpole, Massachusetts

Please send me free literature, including prices and growing  
instructions, on the following:  
(Check items on which you want information.)

☐ Peat Pots ☐ Perennial Pots ☐ Gro-Tainer  
☐ Vita-Bands ☐ Vita-Green Pots

Name.....

Street & No.....

City & State.....





**Powell "42" TRANSPLANTER**

**EXCLUSIVE IN ITS CLASS WITH THESE ADVANCED FEATURES**



**THE POWELL PLANT PICK-UP SYSTEM:**  
Plants are sorted by the operators into a wide pick-up tray from which they are gently taken by the PLANT HANDS and placed firmly in the soil.



**THE POWELL PLANT WATERING SYSTEM:**  
Incorporating the new famous METER-RITE valve with the rubber dome and an easily adjustable timing disk which allows the exact amount of water to be placed in the proper relation to the plant, you get greater liveability.



**THE POWELL CAM ROLLER SYSTEM:**  
Equipped with case-hardened cam rollers, the "42" plant hands roll smoothly over rounded cam surfaces. Friction is greatly reduced thus eliminating drive wheel slippage and assuring very accurate plant spacing.

**ASSURING FAST PRECISION TRANSPLANTING**

The Powell "42" assures you fast precision transplanting of tomatoes, cabbage, pepper, strawberries, tobacco, broccoli and many, many other plants.

**AVAILABLE IN SINGLE OR MULTIPLE ROW UNITS FOR ALL TRACTORS**

Write for free complete literature  
and the name of your nearest Dealer

**Powell MFG. CO., Inc.**  
PHONE 7-1128 • P. O. DRAWER 5 • WILSON, N. C.

## STATE NEWS

(Continued from page 14)

each dollar spent on weather research in the tobacco industry, there had been a return of \$100 in crop yields; but he added, "It will do little good to know what kind of weather is coming unless you are prepared to do something about it."

G. B. Jackson, vice-president, Deardorff-Jackson Company, Los Angeles, pointed up the value of research in the development and introduction of variety 52-70 which brings California growers \$1 a crate more than short-top celery.

Five Florida research workers were given awards for their contributions to the vegetable industry: Dr. R. V. Allison, Everglades Experiment Station, Belle Glade, for his discovery of the need for copper and other trace elements in peat soils which has resulted in the reclaiming of Florida wastelands for vegetable production; Dr. R. W. Ruprecht, Central Florida Experiment Station, Sanford, for his part in curing cracked stem of celery with soil applications of borax which led to its use on other crops; Dr. J. R. Winston, USDA, Orlando, for work in hydro-cooling and icing practices for Florida sweet corn; Dr. J. M. Walter, Gulf Coast Experiment Station, Bradenton, for helping develop a disease-resistant, large tomato suitable for vine-ripening—the Manalucie variety; Dr. J. R. Christie, University of Florida, Gainesville, for research on nematodes.—Porter V. Taylor.

### Cauliflower Troubles

**NEW YORK**—Many fields of cauliflower on Long Island this year showed a high percentage of plants with hollow stems and the internal stem discoloration usually ascribed to boron deficiency. The disorder was the most serious in many seasons. Many fields receiving borax applications were affected.

The increase in hollow stems may have been due, in part at least, to the fast growth occasioned by the above-normal temperatures during September.

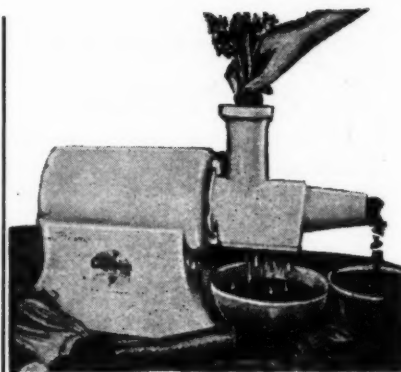
The discoloration may have been influenced by one or more of these factors: 1) not enough borax was applied for the type of growing season; 2) some of the boron was lost by leaching during fall rains; 3) fast growth during warm weather stretched the available boron too thin; 4) some other factor or factors besides boron are involved.—P. A. Minges, Sec'y, Ithaca.

### Potato Council Organized

**NEW JERSEY**—The White Potato Industry Council, established recently by the White Potato Industry Tax Act, plans a potato promotion campaign to increase the use of New Jersey potatoes. Funds for the promotional activities will come from a 5-cent tax on each 100 pounds of seed potatoes used by growers. Mostly, the tax will be collected by distributors; however, growers who buy their seed direct or who grow their own seed will also pay the tax as will all handlers.

A promotional fund of \$10,000 was appropriated by the law during the 1957-58 season. Only \$5000 of this will be used up to June 30, 1958, for a study of promotional and research programs in other areas. Less than 5% will be used for administration; 70% for promotion and advertising; and 25% for research in marketing and production.

Council members appointed by the state board of agriculture include Richard O. Ely, chairman, and Secretary of Agriculture Philip Alampi, secretary.



## THE NEW CHAMPION JUICER

Is The Sunshine To Better Health

Three in one, for the price of one. JUICES ALL: Leafy and root vegetables—Carrots, celery, spinach, endive, parsley, etc.

**A VEGETABLE GRATER:** In seconds you can grate beets, turnips, carrots, coconuts, and nuts for tasty salads, spreads, etc.

**AS A HOMOGENIZER:** It is outstanding for nut butter sherbets from frozen fruits, purees, baby foods, homogenizes vegetables.

**NO nuts, bolts or screws needed to assemble or disassemble, very easy to clean.**

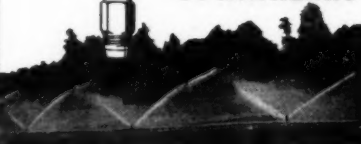
Price completely equipped with ¼ H.P. G.E. special built motor, 60 cycle 115 V; 5 year service guarantee; instruction book with recipes including the three in one feature for only \$160, F.O.B. factory.

WRITE TO:

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639 E. Lockeford St., Lodi, Calif.

## For TOPS IN CROPS

Specify  
**RAIN BIRD SPRINKLERS**



A sprinkler without the Rain Bird name just isn't the same, for only Rain Birds have all the advantages that have made them world famous.

There's a Rain Bird designed for your specific irrigation needs. Every Rain Bird sprinkler advancement has been field-tested... and in the field, Rain Birds never have been bested!

For top yields... top quality... specify Rain Bird! See your dealer today, or write for helpful literature.

**NATIONAL RAIN BIRD SALES & ENGINEERING CORP.**  
Azusa, California

**RAINY SPRINKLER SALES**  
Division L. R. Nelson Mfg. Co., Inc.  
609 W. Lake St. Peoria, Illinois

AMERICAN VEGETABLE GROWER

## STATE NEWS *Special Report*

### VEGETABLE VARIETIES FOR MISSISSIPPI

#### SNAP BEANS

##### Contender

Consistently high-yielding green bunch variety now widely grown commercially in Mississippi and many other areas for fresh market. Produces long, round pods, tending to slightly oval; seed buff; extremely early; resistant to common bean mosaic and powdery mildew.

**Choctaw** (will be released January, 1958, by Truck Crops Branch Station).

New promising wax bean selected out of green podded line from Southeastern Vegetable Breeding Laboratory. High yield, high quality, resistant to mosaic. Won Bronze Medal Award in 1955 All-America trials. Limited commercial trials indicate excellent acceptance by both growers and buyers. Seed will be available commercially in 1958.

#### CANTALOUPE

##### Homegardens

This new variety released in 1956 has been well received for its high sugar content and excellent flavor as well as for its high yield. Bred and selected for mildew resistance, this high quality cantaloupe also has resistance to aphids. Recommended for home use and local market production. Seed will be available commercially in 1958.

#### COLLARDS

##### Vates and Morris Heading

Of seven varieties tested at state college in 1956 for yield, uniformity, and bolting tendencies, the Vates and Morris Heading produced twice as much as old standard varieties Louisiana Sweet and Georgia.

#### COWPEA (CROWDER)

##### Mississippi Crowder

This high-yielding variety of "Southern" crowder-type pea was released in 1956. It has high resistance to the most serious of three types of Fusarium wilt prevalent in Mississippi and is tolerant to the other two types. This variety has outyielded all other varieties in Mississippi tests and has gained wide acceptance by growers and canners. Seed are available commercially.

#### OKRA

##### Louisiana Green Velvet

This variety is widely grown for fresh market and for processing in Mississippi. It produced 6.51 tons and Emerald produced 6.49 tons of fancy okra per acre in 1956 cultural study at the Truck Crops branch station.

#### GREEN PEPPER

##### Yolo Wonder

Highest yielding variety for four years, 1954-57, in trials at Truck Crops Branch Station. Is now widely grown in this state and other areas. Plant and fruit are similar in size to California Wonder. Leaves are larger than California Wonder and give dense cover for the pendant fruit for protection from sunburn. Fruits are three or four lobed, blocky with thick walls, and, in some instances, may be slightly lighter green than California Wonder. This variety is highly resistant to tobacco mosaic disease, though not resistant to the other less important virus and leaf spot diseases.

#### POTATO

##### LaSoda and Red LaSoda

LaSoda has been at or near the top in yield in three-year variety trials. The new strain Red LaSoda produced slightly higher yield than the LaSoda in 1957 test at State College and is a more attractive potato.

#### TOMATOES

##### Rutgers

This variety has been the most consistent in yield of high-quality marketable fruit over a period of years and is still the most widely grown for fresh market in Mississippi. The average fruit size in 1956 test was .37 pound compared with an average size of .45 pound for Big Boy Hybrid.

##### Big Boy Hybrid

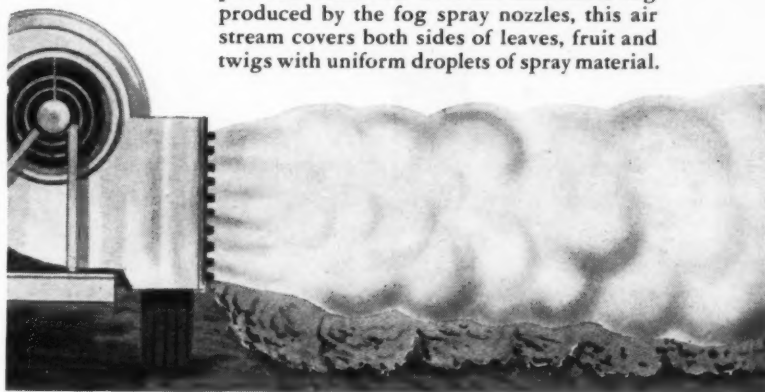
In three-year test (1954-56), at Truck Crops branch station, Big Boy Hybrid produced highest average yield and largest average size fruit. This variety is now grown throughout the state to limited extent, mainly for home use and local market. Chesley Hines Mississippi State College.

DECEMBER, 1957

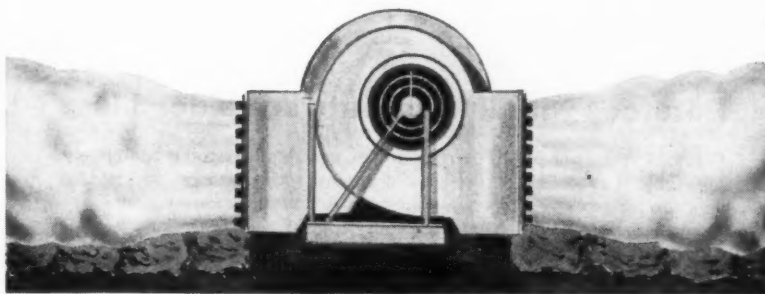
## BETTER COVERAGE takes less material with MYERS AIR SPRAYERS

### HERE'S WHY

**DOUBLE CENTRIFUGAL FANS:** Exclusive Myers "squirrel cage" fans and special volute case design naturally direct air downward producing a turbulent roll of uniform air patterns. Saturated with the man-made fog produced by the fog spray nozzles, this air stream covers both sides of leaves, fruit and twigs with uniform droplets of spray material.



**TWO-SIDE OPERATION:** Internal baffling maintains low horizontal discharge level—creates a turbulent "undertow" which deposits spray materials on plant foliage. With a Myers there's less drift, no wasted material.



See for yourself how Myers exclusive design features produce better coverage of all field crops. Call your Myers sprayer dealer today and arrange a demonstration in your own fields.

## Myers® POWER SPRAYERS AND IRRIGATION PUMPS

THE F. E. MYERS & BRO. CO.  
8812 Orange Street, Ashland, Ohio  
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# JOHNSON'S WAX WITH SPROUT INHIBITOR PREVENTS SPROUTED SPUD LOSSES



## Potatoes with live sprouts are a dead loss

Potatoes taken out of storage for winter marketing become completely unsalable if sprouting occurs. Guard against such disastrous losses. Use Johnson's Wax with Sprout Inhibitor. An effective sprout inhibitor emulsified in the wax keeps potatoes from sprouting for 60 days or more after treatment.

Johnson's is easy to apply and inexpensive to use because a little goes a long way. It makes your potatoes keep better and look better. That thin wax coat prevents shrinkage, discourages rot. Potatoes treated with Johnson's bring extra profits to grower, packer, shipper, jobber and retailer. Remember, today's shoppers demand waxed potatoes. To "give the lady what she wants," contact your local Johnson distributor right away, or write: S. C. Johnson & Son, Inc., Agricultural Waxes, Dept. AVG-127, Racine, Wisconsin.

A product of Johnson's Wax Research



## POTATOES

### RED LASODA Gains in Favor

**Grower in South notes variety comes back better after freeze**

**B**ALDWIN County, Alabama, is a heavy potato-producing section in the Gulf Coast area. Quite frequently the early plantings get nipped by frost, and sometimes the damage is extensive as it was in the spring of 1955.

William Campbell, grower near Fairhope, was quick to observe, after the 1955 freeze, that Red LaSoda came back better than any other variety on his 300 acres. It out-yielded Pontiac, Triumph, and Sebago at 150 to 200 bags per acre (100-pound bags). It has stored well for him and is well received on markets.

While Triumph is still the predominant variety grown in the area, Campbell feels that the Red LaSoda is going to increase. He also devotes about a fourth of his acreage to Sebago for chip manufacturers.

Campbell plants his potatoes between January 27 and February 15, using seed from North Dakota because the plants mature a little earlier than those from Nebraska seed. He attempts no crop rotation, and grows potatoes on the same land year after year. He finds it important, however, to treat the soil for the control of the Gulf wireworm, the imported fire ant, cut-worms, and the white-fringed beetle.

## Pest Control

For control of these soil pests a federal-state program has been inaugurated and has helped potato growers greatly by financing cost of application. Control of these insects has been excellent with aldrin, chlordane, heptachlor, and dieldrin. The land is broken, then the chemical ap-



Field of Red LaSoda potatoes, Baldwin County, Alabama, a month before harvest. Field has grown out of damage after March freeze.

AMERICAN VEGETABLE GROWER



## LaSoda Favor

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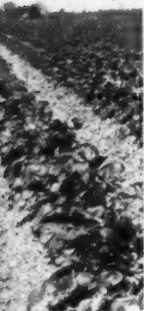
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...ETABLE GROWER

plied and disked in thoroughly before planting.

Early and late blight and insects are controlled later with spray applications spaced at weekly intervals and beginning when potatoes are about 6 inches high. Campbell has been using a spray mixture containing Dithane, zinc sulfate, and DDT and gets excellent control of blight and insects. He usually makes from five to seven applications.

### Heavier Land

For best potato production Campbell selects a dark top-soil underlaid with a yellow clay sub-soil. One reason for choosing the heavier land over red or sandy soil is that there is less chance for scab on the potatoes.

To maintain good yields of early potatoes requires fairly heavy fertilizer applications. Campbell applies a 4-10-7 or a 6-8-8 plus magnesium at rates ranging somewhat above a ton per acre. Soil tests help in determining analysis of fertilizer to be used on a particular field.

Rows are spaced 38 inches apart and seed pieces 9 or 10 inches apart. Cultivation is light and shallow. Middle rows are usually run before the potatoes are up, and two or three cultivations made after they are up.—  
*Eldon S. Banta.*

### SEED COMPANIES MERGE

**C**ONSOLIDATION of two of the largest seed companies in the country took place in November when F. H. Woodruff & Sons, Inc., of Milford, Conn., became a division of Associated Seed Growers, Inc., of New Haven, Conn.

Joint operation of the companies will permit more effective research and marketing and greater operating economies and efficiencies, say A. Bryan Clark, president of Asgrow, and Daniel A. Johnson, Jr., president of Woodruff.

Asgrow, one of the world's oldest and best known breeders and producers of vegetable seed, was established 101 years ago in Orange, Conn., as the Everett B. Clark Seed Company. It became Associated Seed Growers, Inc., in 1927. At present the company raises seed on some 50,000 acres in 18 states.

The Woodruff vegetable seed business began in 1878 when Frank H. Woodruff, one of a long line of Yankee farmers, sold some sweet corn seed in New Haven and Derby. As the years passed production facilities were established in key growing areas throughout the country, with sales outlets and warehouses in major areas.

DECEMBER, 1957

# Get Higher Crop Yields with a LOW-COST Irrigation System of USS NATIONAL\* POLYETHYLENE PIPE



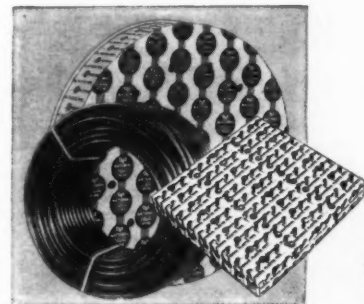
**BIGGER YIELDS, better crops**—the kind of produce that brings TOP market prices—that's what you get with proper water supply ... and now National Polyethylene Pipe offers you a sensible, low-cost piping that you can easily install yourself.

Flexible, easy-to-work-with National Polyethylene Pipe can be run anywhere you need it ... bend it around corners of buildings, lay it over obstacles, use it along crop rows, take short cuts under fences. You simply measure off the lengths of pipe to suit your plan, then cut them with a knife or hacksaw. Insert a fitting and clamp it into place, tighten it with a screwdriver. There's no problem connecting your new National Polyethylene Pipe Irrigation System into your present setup. And a variety of adapters is available.

National Polyethylene Pipe can't corrode. Acid, salt, alkali and other soil chemical actions won't cause it to rot. And it's rugged—rough handling will not crack or break it; water freezing in the pipe won't burst it; and it does not stiffen when exposed to temperatures from -90°F. to +120°F. The smooth inner surface inhibits the build-up of chemical deposits, prevents clogging, and offers low resistance to pumping. It is made from 100% virgin polyethylene to which 2% of an inert black pigment filler has been added to prevent deterioration from ultraviolet rays.

\*Trademark

Complete details on how National Polyethylene Pipe can serve you are available. Write to: National Tube Division, United States Steel Corporation, 525 Wm. Penn Place, Pittsburgh 30, Pa. Ask for Bulletin No. 29.



This seal of the National Sanitation Foundation means Tested . . . Approved . . . Sanitary!

NATIONAL TUBE DIVISION, UNITED STATES STEEL CORPORATION, PITTSBURGH, PA.  
Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors  
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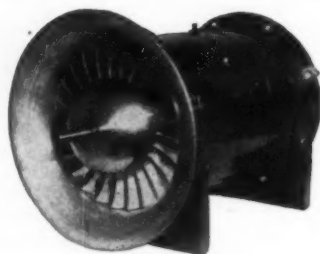
**USS NATIONAL Polyethylene PIPE**  
**UNITED STATES STEEL**



## You Get All This . . . AND MORE

- *Spray on time*
- *Finish the job faster*
- *Use less material*
- *Greater penetration*
- *More complete coverage*

**WHEN YOU TURBO-DUST AND TURBO-SPRAY  
WITH A BUFFALO TURBINE *Concentrate  
Sprayer***



*The Axial Flow  
Turbine Type Blower  
Makes it Possible!*

This exclusive Buffalo Feature Gives Tremendous Power (14,000 CFM at 180 MPH) for Spraying and Dusting, Both at the Same Time or Independently.

Why be satisfied with anything but the best. Buffalo Turbine Sprayers soon pay for themselves by saving time and material, and by increasing yield and quality for higher market prices and greater profits. Growers from all parts of the United States and Canada are enthusiastic in their praise of Buffalo Turbine Sprayers . . . all indicate substantial savings! Send for new catalog giving complete information.

**BUFFALO TURBINE AGRICULTURAL EQUIPMENT CO., INC.**

68 Industrial Street

Gowanda, New York

## It Pays to Be DISSATISFIED

**N**OWHERE else in the world is there such a concentration of greenhouse vegetables as in the Cleveland, Ohio, area. Over 400 acres under glass produce at the rate of a hundred tons per acre annually.

What are the reasons for the success of the industry? Nearness to market is one major reason. But there is no doubt that success is also due to the resourcefulness of the growers, their initiative and farsightedness.

Paul Ruetenik, of Ruetenik Gardens, Vermilion, put it this way when asked to give his formula for success:

"In order to succeed, I have found it necessary to be 'dissatisfied with the present methods.' Do not continue to use the old system. If you can, try to improve or replace equipment for better and cheaper production.

"About 14 or 15 years ago, I started to operate my ventilating machinery electrically. Since then, we have expanded into automatic heating and ventilating which is gradually replacing the old hand-operated machinery. The result is a saving in labor, fuel, and a gain of more uniform temperature control."

Ruetenik also pioneered in the moving of "stationary" greenhouses to fresh soil.

"Last year you will recall 'moving' or 'mobile' greenhouses were laughed at or frowned upon," he said. "At present, there are two houses of the mobile type in the Cleveland area. Of course, the problems to be encountered in this new venture are liable to be many. Unforeseen obstacles will have to be solved as they appear."

## CALENDAR OF COMING MEETINGS AND EXHIBITS

Dec. 8-12—National Junior Vegetable Growers Association 23rd annual meeting, Hotel Abraham Lincoln, Springfield, Ill.—Prof. Grant Snyder, National Chairman, University of Massachusetts, Amherst, Mass.

Dec. 9-12—Vegetable Growers Association of America 49th annual convention, Jung Hotel, New Orleans, La.—Joseph S. Shelly, Sec'y, 528 Mills Bldg., Washington 6, D. C.

Dec. 14—Michigan Celery Promotion Association, Inc., annual meeting, Townhall, Allendale.

—Albert F. Drost, 248 Grand Ave., Grand Haven.

Dec. 15—Connecticut Vegetable Growers Association 45th annual meeting, Rainbow Club, Bolton.—E. C. Minnum, Extension Vegetable Specialist, University of Connecticut, Storrs.

Jan. 8, 1958—Indiana State Vegetable Growers Association winter meeting, Horticulture Bldg., Purdue University, Lafayette.—J. S. Vandemark, Sec'y, Purdue University, West Lafayette.

Jan. 16-17—Fruit and Vegetable Short Course on production and marketing, and workshop. New Mexico A & M College, State College.—W. J. Wiltbank, Extension Horticulturist, State College.

Jan. 17-27,—National Potato Chip Week.

Jan. 21-24—New York State Vegetable Growers Association annual convention, Rochester.—W. B. Giddings, Sec'y, Baldwinsville.

AMERICAN VEGETABLE GROWER

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## COMING XHIBITS

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ABLE GROWER

## COASTAL VALLEYS

(Continued from page 13)

packing since the heavy equipment necessary for mechanization was severely compacting soils. This brought about a host of troubles, such as poor water penetration and waterlogging.

Disease and insect pests are the biggest problems at the present time. Lettuce mosaic, a seed-borne virus, causes extensive damage, but a seed-stock indexing program is overcoming this problem. Strains of insects resistant to the organic phosphates develop continually, sending the insect specialist on a continual hunt for newer and more powerful insecticides.

Climate is ideal for production of cole crops such as broccoli, Brussels sprouts, cauliflower, and cabbage. Broccoli production is concentrated in the Salinas and Santa Maria valleys. The acre value of this crop is lower than for lettuce, but growers find it a good crop to fill in fields that would otherwise be idle. Broccoli is produced the year round in Salinas, but the Santa Maria crop is concentrated in the fall and early spring.

The variety K and V is used extensively around Salinas, and for the fall crop in the southern districts, but Medium Late strains are used for the early spring crop in the latter area. Both fresh market and processing broccoli is frequently cut from the same field, depending on the market.

This crop is mostly direct-seeded, since growers have found that they gained only two or three weeks by transplanting.

Brussels sprouts production is concentrated in a narrow band of land on a marine terrace skirting the coast from Half Moon Bay south to Santa Cruz. The same fields grow sprouts year after year. Over 80% of the Brussels sprouts in the nation are produced here. The cool, foggy summer climate is ideal for production of this crop. Harvest begins in August and continues until December. Yields of six tons per acre are obtained by good growers. The crop is marketed both fresh and frozen. Prepackaging the fresh sprouts has increased sales tremendously. Half Dwarf is the only variety grown.

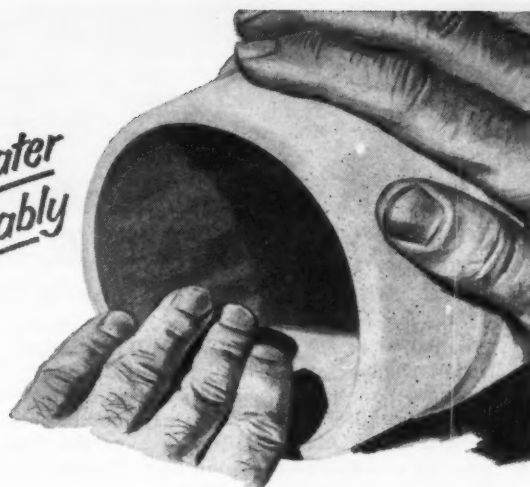
Cabbage is only of minor importance, with production scattered throughout all the counties. Mostly Copenhagen Market or Glory of Enkhuizen is grown.

Cauliflower is another important cole crop in this area. Acreage is concentrated in the southern counties in the Santa Maria and Arroyo Grande valleys. Some is produced year round, but most is grown for fall, winter, and early spring harvest. Cauliflower is marketed both fresh and frozen.

(Continued on page 29)

DECEMBER, 1957

*Feel why  
irrigation water  
costs noticeably  
less...*



## ... with Transite® Underground Feeder Mains!



Why Transite is your best protection against costly leakage—the patented Ring-Tite coupling (cut-away view above right). Rubber rings compressed and locked in grooves to provide a lasting, water-tight seal. With all its tightness the Ring-Tite joint is quickly, easily assembled to save time and expense of installation!

Glasslike smoothness! That's the money-saving advantage of Transite... the big reason why the cost of sprinkler water is less—and noticeably so—with Transite underground mains!

Why? Simply because there's no needless waste of fuel or power, no overworking pumps forcing water through corroded or rough pipe interiors. Instead, water is pumped easily—with little turbulence—through the smooth Transite interior. And, equally important, Transite maintains this fuel-saving advantage since it is immune to tuberculation—a form of interior corrosion that retards water flow by reducing pipe diameter.

In installation, this smoothness you can feel also pays off. It assures maximum water flow, often making possible the use of a smaller diameter pipe than otherwise. This reduces the initial costs of installation.

Transite is built to last! Made of tough, durable asbestos-cement, Transite need not be "coddled" or handled with unusual care. It is made to withstand the rugged service of mechanized farm operation. Transite is protected further against vibration and line stresses by the flexible, yet tight, Ring-Tite® coupling that gives the entire line needed resiliency.

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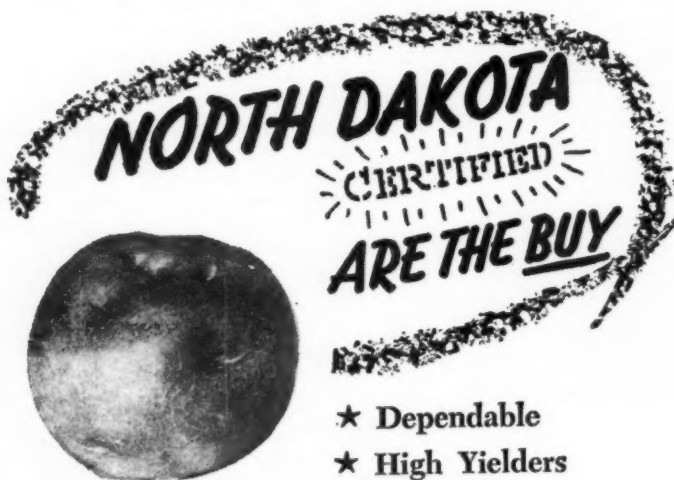




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## As It Looks to Me

By JOHN CAREW

THEY tell the story of a western melon shipper who made his first trip East. The morning after checking in at a midtown New York hotel, he ordered a slice of California Honey Dew listed on the menu. His anticipation turned to outrage when he noticed the 80 cents per slice charge.

Seeking the reason for this high mark-up, he talked with the hotel food buyer and receivers down on the Washington Street market. To his amazement he learned that it cost as much to haul a crate of melons the 18 blocks between the market and the hotel as it did to ship them 3000 miles across the nation.

A close examination of these high distribution costs seldom uncovers unreasonable charges or obvious violations of the law. You find instead that our produce bounces like a volleyball from one well-paid hand to another—the union men each farmer must hire to unload his truck—the union men who hand-truck the produce from the curb into the commission house—the salesmen who often make over \$15,000 a year—the union truckers who spend half their time in traffic jams—and on through a long list of "legitimate" food handlers.

### Staggering Handling Costs

William C. Crow of the USDA Agriculture Marketing Service shed additional light on the deplorable New York situation in a well-documented report before the House Committee on Agriculture. In the year ending June 30, 1956, about 111,000 carlots moved through the Lower Manhattan market. Of these 27% had to be floated across the river from New Jersey on train barges. Another 27% came directly from railroad team tracks, and 40% came by truck. Boat and airport arrivals accounted for the remainder.

It took the staggering amount of \$5 million just to move these 111,000 cars from the places where they were first unloaded to the Washington Street stores, and another \$22 million to literally "hand" them along to retail outlets within the city or onto trucks for out-of-city shipment.

In other words, in-the-city handling alone costs \$250 per carlot, exclusive of salaries for salesmen, bookkeepers, and store operators, and not including costs of supplies, equipment, telephone, insurance, and other expenses

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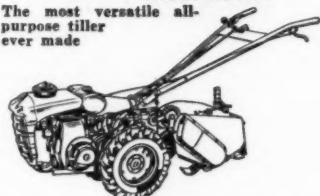


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MONEY . . .**

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The most versatile all-purpose tiller ever made



Speed up every tilling job with Ariens deluxe MultiMatic—the easiest operating . . . most perfectly balanced 16" tiller made. Non-slip differential ends wheel slippage . . . provides power steering, turning. Exclusive 2-speed, 2-direction operation for use with front or rear-mounted Insta-Hitch attachments. Like the STANDARD MultiMatic (a 16" single-purpose tiller) it has a Kohler 3.6 h.p. engine; streamlined hood; 4.00 x 8 pneumatic tires. Forward and reverse speeds: .7 to 2.5 m.p.h. When time means money—use Ariens MultiMatic!

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of marketing firms. This averages around 40 to 50 cents per package for cars holding 500 to 600 bags or crates. And these handling charges are the same even when the produce involved is selling at a loss to the shipper.

European visitors are astounded at such gross inefficiency in our land of streamlined mechanization. Congressional committees have termed New York's market a rathole. Scores of legislative and civic groups have studied the situation. Everyone agrees that corrective action is needed.

#### Lucrative Pie

But what will be done? Probably nothing. Shrinking the size of a \$27 million pie with so many fingers stuck into it, comes hard. Especially when a strong union is involved. Laws against arson forbid consideration of one frequently made suggestion. Vegetable producers who don't ship into New York have an "It doesn't bother me" attitude. And I doubt if the buying public will ever be sufficiently aroused to demand the strong action needed.

Our greatest hope seems to lie with the large chains where enlightened leadership could result in a bypassing of the present New York facilities. Until then millions of easterners will pay more for their produce and growers will receive less.

THE END.



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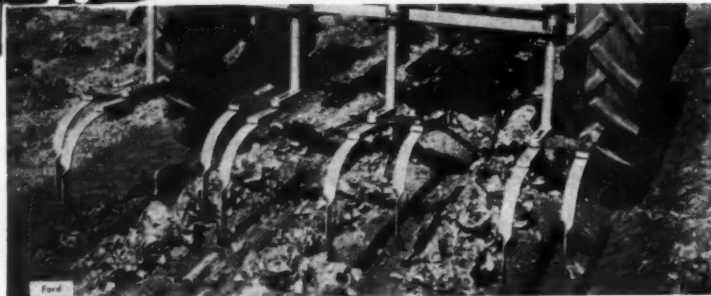
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## Not an Ordinary Box

A new package has just been introduced by the nation's leading vined seed growers. Known as a fiber Protecto Poly/Box, this container is moisture resistant, affords protection against rodents and insects, and is designed to prevent loss of germination. For details, write Larry Robinson, Lawrence Robinson & Sons, 1524 McHenry Ave., Modesto, Calif.

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## COASTAL VALLEYS

(Continued from page 25)

Snowball types are grown for fall harvest, while winter types, such as February, are grown for winter and early-spring harvests. This crop is also grown by direct-seeding.

Carrot production is again concentrated in the Salinas Valley. Only small acreages are grown in the other valleys. The crop is marketed from this area over eight months of the year, beginning in April and continuing until November. Only the *Imperator* type is grown. This crop is now largely prepacked in packing plants in the area, though some markets still have a strong demand for untopped carrots.

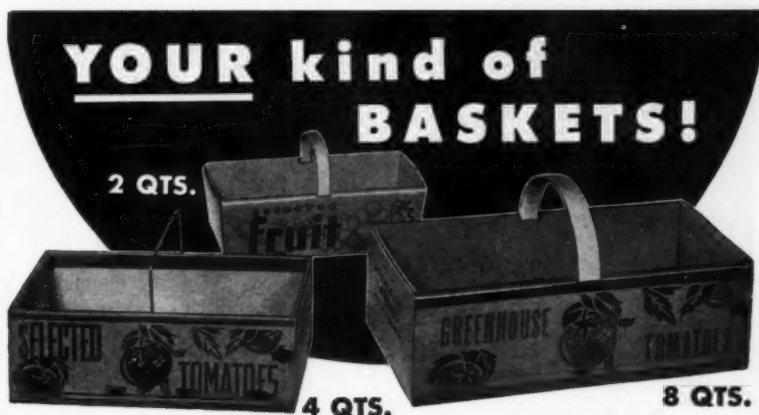
In recent years celery production has increased in the Salinas Valley. The higher quality of the celery of this region and consequent higher demand has increased acreages here, while other areas have reduced production. Development of direct seeding techniques has also encouraged production due to lower production costs. The Utah types are grown exclusively, most being 52-70. Utah 10-B is the only other variety of note. This crop is now largely harvested in the field on large field-packing machines, and also vacuum cooled before shipping. Harvest begins in late June and continues until January. The Arroyo Grande and Santa Maria valleys also grow sizable acreages, mostly for the fall crop.

Over 3000 acres of spinach are produced annually in the upper end of the Salinas Valley around King City. Most of this crop is processed either by freezing or canning. Two crops are grown each year; early spring and late fall, with the spring crop being the largest. Formerly Viroflay was the only variety grown, but it was susceptible to downy mildew. The University of California has released the Viroflay-type mildew-resistant variety Califlay, which is becoming very popular.

Potatoes have long been grown in these valleys but have never dominated the agriculture as they have in other regions. Yields of 400 sacks per acre are not uncommon. Netted Gem (Russet Burbank) is the predominant variety, but some White Rose are also grown. Production is concentrated in the Santa Maria Valley and parts of the Salinas Valley. Because of mild winters, some growers store potatoes by not digging them until needed. Due to the high quality of potatoes from this area, they are in demand for shipping stock.

Though tomatoes are a warm-season crop, some are grown in this area. Production is concentrated in

(Continued on page 30)



Successful growers by thousands have shown that our baskets, boxes, and containers for retail and bulk marketing promote better profit for the vegetable producer.

Product of our complete PLANNED PACKAGING facilities, these marketing specialties are made of fine quality corrugated board, attractively printed in 2 colors. Sizes—2, 4, 8, 12, and 16 quarts. Wood or wire handles. Shipped flat for easy storage. Easy to set up. Write PRODUCE SALES, The Ohio Boxboard Co., Rittman, Ohio.

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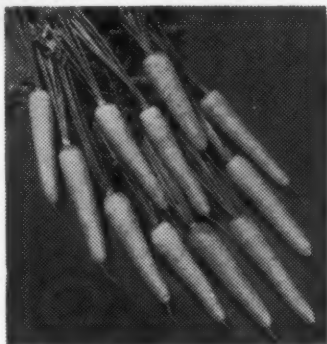
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## COASTAL VALLEYS

(Continued from page 29)

the warmer sections of the Salinas Valley near King City and Santa Barbara. The King City crop is direct seeded and handled much the same as a canning crop. If fresh market (green wrap) prices are favorable, most of the production is shipped. If prices are unfavorable, they are allowed to ripen for the cannery. The Santa Barbara crop is transplanted in midsummer and grown without irrigation for fall harvest. Most of this crop is marketed within the state. Earlypak is the favorite variety.

Onions are grown only in the Salinas Valley. Only the Australian Brown, a late-season variety, is grown. It is an excellent storage variety, and most of the crop is exported to the Far East.

Some peppers—both bell and chili types—are grown in the Arroyo Grande and Santa Maria Valleys. Yolo Wonder is the favored bell variety, and California Chili is grown for dehydration.

Snap bean production has increased in recent years, due primarily to the advent of the mechanical staker and stringer. This increase is taking place mostly in the Pajaro Valley near Watsonville. Blue Lake is the only variety grown. Most of the crop is frozen.

With such a favorable climate for production of these crops, concentration of acreages is bound to occur. This of course brings its problems, especially insects and diseases. Lettuce mosaic is a classic example. The early spring crop is relatively free of the disease. However, as the season progresses, incidence of the disease gets greater, so that many fall crops are unprofitable to harvest. As a consequence, many shippers are looking to other areas of the state for their late fall crops.

This area is not without other problems. Water supplies are more plentiful here, but are now taxed to their maximum supplying power. If any industry moves in, new supplies will have to be developed. Labor comes mostly from Mexican Nationals, and this source is becoming more scarce. Land values (and taxes) have risen continually due to demand pressure of land owners who have sold out at fabulous prices in the industrial sections of the state and want to buy land in this area. This has increased land prices to about \$2000 per acre and land rent to over \$75 per acre annually.

These valleys are somewhat removed from the industrial boom areas of the state, so they will probably continue to concentrate on these crops in the future.

THE END.

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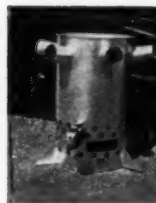


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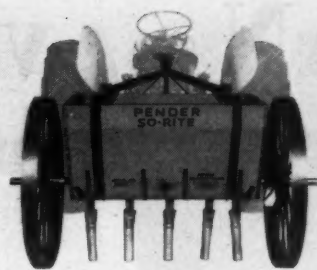
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For 1958 Catalog

Vegetable and Flower Seed  
of the Finest Varieties

Letherman's

Dept. VG, Canton 2, Ohio



# THE DEAN *of* VEGETABLE and FLOWER BREEDERS



DR. HENRY A. JONES

FATHER OF HYBRID ONION,  
HYBRID SPINICH AND MANY  
DISEASE RESISTANT  
STRAINS OF VEGETABLES  
AND FLOWERS

Since 1918 when this man was dedicated in plant physiology and genetics, he has done more than any one man for the development of hybrid onion, hybrid spinach and disease resistant varieties of vegetables and flowers.

Dr. Jones was formerly in charge of the California Truck Crop Division at the University of California.

For 20 years he was in charge of the United States Department of Agriculture, Division of Onion and Potato Breeding and Research.

We feel justifiably proud to announce that this wonderful man, Dr. Jones, will head our research and plant breeding department.

We have always been ambitious to give you the very best strains. Now we have confidence that we can not only give you the best, and new improved strains, also our new ambition is to be ahead 10 years.

We have every confidence that with Dr. Jones' leadership we can do just that. Why not be 10 years ahead with Dessert's Seed?

**ASK YOUR SEED DEALER FOR DESSERT'S SPECIAL STRAINS**  
HYBRID ONIONS                      HYBRID SPINACH

## DESSERT SEED COMPANY, INC.

Main Office

Marysville, California

EL CENTRO, CALIFORNIA

Nyssa, Oregon

Lebanon, Oregon

AMERICAN VEGETABLE GROWER

Vegetable growers report:

**"Over 12 tons  
more tomatoes  
per acre"**

*by controlling nematodes  
with one easy treatment*

*of*

# Nemagon<sup>®</sup> SOIL FUMIGANT

"My brother and I are sold on Nemagon soil fumigant for the control of nematodes. Last year we had nematodes so bad that we picked less than 3 tons of tomatoes per acre. This year, *before planting*, we applied Nemagon soil fumigant as a broadcast application. *It really paid off.* We harvested over 15 tons of quality tomatoes per acre, which is a difference of about \$360 per acre over last year. Nemagon soil fumigant is really easy to use. *We simply use the dry material and broadcast with a conventional fertilizer spreader.*"

That's what John Kimble, successful truck farmer of Beverly, N. J., says about economical Nemagon soil fumigant. Mr. Kimble adds, "And you can bet we'll use it from now on."

This is just one of the many tremendous suc-

cesses scored for Nemagon soil fumigant. Across the nation, growers are getting bigger and better yields—proving that it pays to stop nematode damage with this modern soil fumigant.

Easy to use—it can be applied in free-flowing granular form with a conventional fertilizer spreader or as a soil-penetrating liquid with regular injector equipment.

Long lasting—retains its nematode-killing effectiveness in the soil long after application, assuring all-season control.

You, too, can increase your vegetable yields as the Kimble brothers did. Consult your local pesticide dealer now and ask him about Nemagon soil fumigant. He'll be glad to advise you on its application.



Truck farmers John and Leonard Kimble of Beverly, N. J., examine healthy tomato plants, part of the quality yield they harvested this season after treating with Nemagon soil fumigant.

**SHELL CHEMICAL CORPORATION**

**AGRICULTURAL CHEMICAL SALES DIVISION**

**460 Park Avenue, New York 22, New York**



# HOMESTEAD 24



by **Asgrow**  
a real tomato

#### Adaptation:

Either green-wrap or vine-ripe  
Florida to California; Texas to southern New England  
Does well on stakes, too

#### Plants:

Determinate, permitting closer planting, higher yields per acre  
Productive, setting well in hot weather  
Early midseason maturity  
Excellent resistance to fusarium wilt

#### Fruits:

Rutgers type, uniform full globe  
Smooth shoulders, very small blossom scar  
Thick walls, firm interior  
Sizes well throughout picking period

**AND—it comes in Asgrow Vigorpak containers to give rapid emergence, strong seedling vigor.  
It's not too late to order now from your dealer or our nearest address.**

## ASSOCIATED SEED GROWERS, INC.

*Breeders and growers of vegetable seeds since 1856*

ATLANTA 2  
OAKLAND 4

FLORIDA, N.Y.  
PHOENIX

INDIANAPOLIS 25  
SALINAS

EXMORE, VA.  
SAN ANTONIO 11

MILFORD, CONN.  
VINELAND, N.J.

*Distributors In Florida: The Kilgore Seed Co., Plant City  
International Division: Asgrow Export Corp., Milford, Conn.*



4



per acre

g vigor.

ORD, CONN.  
IELAND, N.J.